OCTOBER 5, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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This is the spot for a commercial

She has to keep her *eyes* on her mirror, but her *mind* is all yours! Multiply this receptivity by thousands of nightly pin-ups and millions of daily household duties . . . and you'll see why Spot Radio pays off BIG for advertisers.

KOB	Albuquerque	WTAR	Norfolk
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	WIP	Philadelphia
WGN	Chicago	KPOJ	Portland
WFAA	Dallas—Ft. Worth	WJAR	Providence
WKMH	Detroit	WRNL	Richmond
WANE	Fort Wayne	KCRA	Sacramento
WSVA	Harrisonburg	WOAI	San Antonio
KPRC	Houston	KFMB	San Diego
WISH	Indianapolis	KOBY	San Francisco
KARK	Little Rock	KMA	Shenandoah
WINZ	Miami	KREM	Spokane
WISN	Milwaukee	WGTO	Tampa—Orlando
KSTP	Minneapolis—St. Paul	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

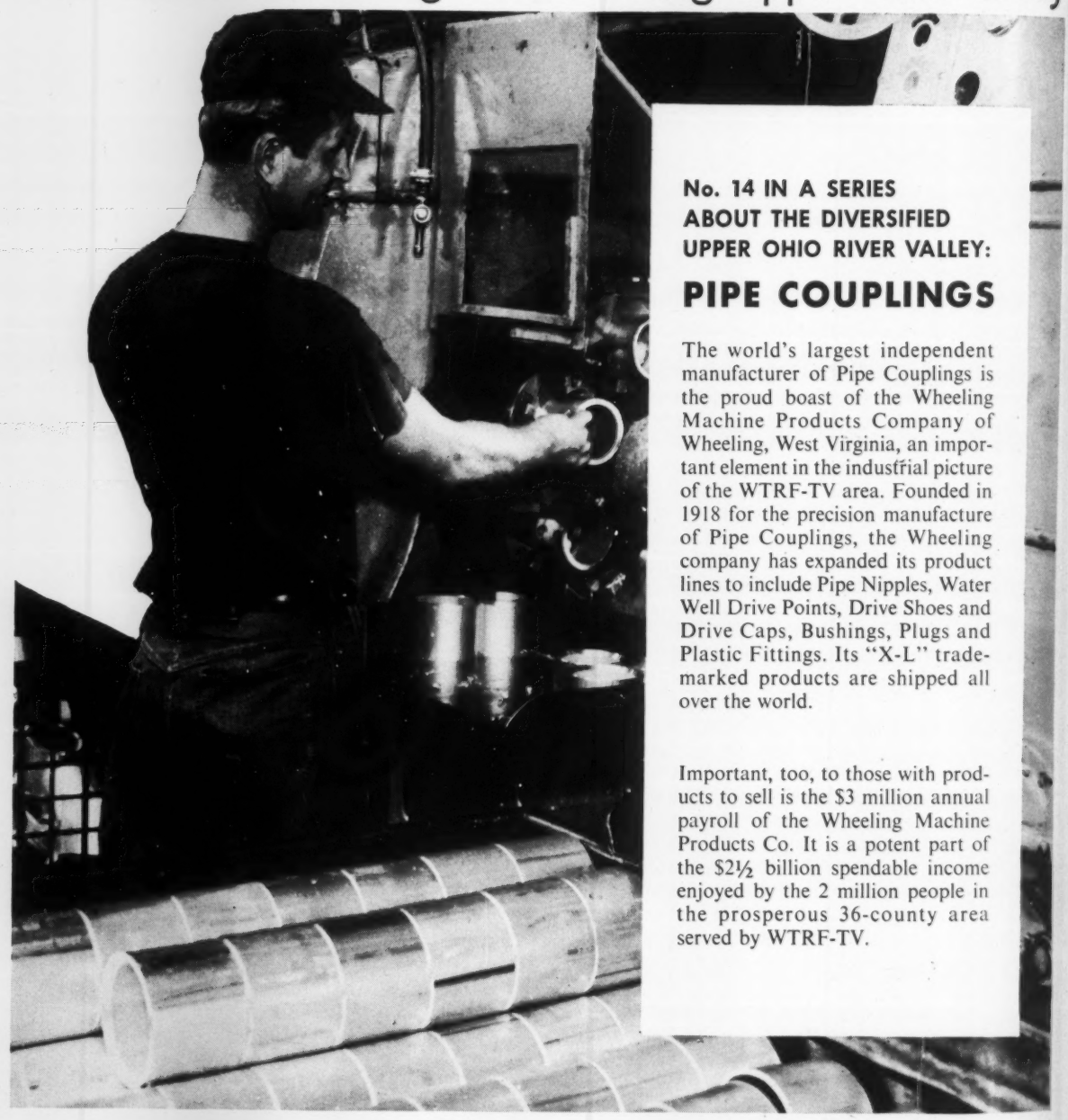
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WHEELING: 37*TH TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley



No. 14 IN A SERIES ABOUT THE DIVERSIFIED UPPER OHIO RIVER VALLEY:

PIPE COUPLINGS

The world's largest independent manufacturer of Pipe Couplings is the proud boast of the Wheeling Machine Products Company of Wheeling, West Virginia, an important element in the industrial picture of the WTRF-TV area. Founded in 1918 for the precision manufacture of Pipe Couplings, the Wheeling company has expanded its product lines to include Pipe Nipples, Water Well Drive Points, Drive Shoes and Drive Caps, Bushings, Plugs and Plastic Fittings. Its "X-L" trademarked products are shipped all over the world.

Important, too, to those with products to sell is the $3 million annual payroll of the Wheeling Machine Products Co. It is a potent part of the $2½ billion spendable income enjoyed by the 2 million people in the prosperous 36-county area served by WTRF-TV.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

PREFERRED

. . . . . BY THE FOLKS WHO BRING HOME THE GROCERIES IN BALTIMORE

To sell groceries—or drugs—or any of the thousand-and-one items that go into daily family living, you must reach the adults with the spending power. And — that's exactly what WCBM does — month after month* in the vast Baltimore market! WCBM radio programming is aimed at adults — and they respond where it means the most to advertisers — at the cash register! Get all the facts and you'll see why WCBM should be your PREFERRED radio "buy" in Baltimore!

*Nielsen Adult Listenership Surveys

WCBM

A CBS Radio Affiliate 10,000 Watts on 680 KC Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

the BONUS buy . . .

The facts show that in the great Dallas - Fort Worth Market you get more counties, more TV Homes and greater circulation when you buy KRLD-TV coverage.

Ask a Branham man to show you the KRLD-TV "measured preference".

KRLD-TV

Represented Nationally by The Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Trading down ratings • Advertisers are getting more sophisticated about ratings. That's claim of NBC-TV, separately concurred in by CBS-TV. Both networks, heavy on specials and "balanced" or "totality" programming, are aware that some informational specials, for example, not only may get clobbered by entertainment-type opposition but also can reduce ratings for programs that precede and follow. Don't sponsors object, especially those in before and after programs? NBC-TV and CBS-TV indicate not—at least not seriously. Rather, they say, sponsors recognize value of this type of programming, even when it seems to hurt ratings of their shows, and are becoming more and more aware that "ratings aren't the end-all of the business." ABC-TV differs on two counts: (1) It's going lightly on specials, and (2) feels ratings are essential information, will give them out for publication where others won't (BROADCASTING, Sept. 21).

Fox's second? • 20th Century Fox is negotiating with Gannett newspapers for purchase of ch. 13 KOVR (TV) Stockton, Calif. Probability is good that talks will eventuate in sale. Gannett bought ABC-TV affiliate from Hoffman Electronics in 1958 for almost $1.5 million. If Stockton deal goes through, this will mark second 20th Century purchase in tv station ownership; it has application for FCC approval pending for $4.1 million buy of ch. 9 KMSP-TV Minneapolis from NTA (BROADCASTING, Aug. 24).

Who's on first? • Although public hearings start tomorrow (Oct. 6) in House Legislative Oversight tv quiz investigation, list of witnesses had not been finalized last Friday (Oct. 2). Several subpoenas have been served, and several witnesses have agreed to appear voluntarily, but who will actually be called and in what order still was up in air just four days before first sessions. Some who at first indicated they would testify voluntarily, now have backed down. It was reported that among those due to appear are producers Jack Barry and Don Enright, several contestants, network executives and FCC Chairman John C. Doerfer.

"We are getting into this a little earlier than we would have liked to," one subcommittee spokesman said last week. He indicated congressional investigators still are not prepared to present their case. Chairman Oren Harris (D-Ark.) has insisted, however, on going ahead. Rep. Harris has been in Arkansas past two weeks but sent signed blank subpoenas for use of subcommittee staff. Subcommittee still has not received testimony before grand jury of all witnesses it sought. Hearings are scheduled to run through Friday with both morning and afternoon sessions.

Collectors item • First major assignment for Lou Hausman, newly named director of Television Information Office, will be nationwide jaunt with NAB's Fall Conference "flea circus." Mr. Hausman was last-minute addition to official conference agenda and he will make initial industry appearance when series opens Oct. 15 in Washington, three days after he takes office. It's planned for Mr. Hausman to appear with Clair R. McCollough, Steinman Stations, chairman of Television Information Committee, TIO's ruling body. It wasn't certain at week's end whether Chairman McCollough will make all eight meetings. Mr. Hausman's conference role will be to meet telecasters and support chairman's fund-raising drive.

Figure war • Comprehensive tv audience study that Television Bureau of Advertising now is distributing (see page 35) is prelude to broadside to be fired at competitive media. Bureau in next few weeks will come out with second report—"How Big Is Big?"—that uses figures of first study to compare television's reach to that of other national media.

Oak leaf cluster • Dr. Frank Stanton, CBS president, who has accepted invitation to address Radio-Tv News Directors Assn's. convention Oct. 16, will receive special citation from organization in New Orleans during luncheon session. He will be honored for his special efforts which helped bring about amendment of political broadcasting laws (Sec. 315). Dr. Stanton was 1957 winner of RTNDA's Paul White Memorial Award for electronic journalism, is ineligible to win that again.

Education aid • Academy of Television Arts & Sciences plans to embark shortly on new project designed to help students in all phases of radio-tv at colleges. ATAS has obtained cooperation of many of its members (producers, engineers, writers, directors, agencymen et al), who have agreed to serve (without fee) as guest lecturers in their specialties. Project already has started informally with ATAS' help in setting up closed-circuit tv program at one southern college, but more than 100 institutions have indicated they would like to take advantage of academy's offer.

New rating company • Is Western Union Telegraph Co. to become a force in radio audience measurement survey field? Apparently answer is yes, on basis of reports reaching BROADCASTING. Among stations for which studies were completed past three months are WILZ St. Petersburg Beach, Fla., and WKFM (FM) Chicago. Latter station currently is involved in litigation with The Pulse Inc. over survey squabble.

Yes but • Year-old footnote in FCC document may rise to become headline in pending transfer of control of Hawaiian Broadcasting Co. stations to *Honolulu Star-Bulletin*, (BROADCASTING, Sept. 28). When FCC approved $8.7 million sale of Consolidated Amusement Corp. properties (including 75% ownership of Hawaiian Broadcasting Co.) to Hialand Corp. in 1958 it reported existence of agreement between 25% owner *Star-Bulletin* and Hialand Corp. whereby newspaper agreed not to protest that transaction in exchange for option to buy out Hialand's interest in Hawaiian Broadcasting Co. This situation, Commission said in footnote to final order then, would be considered when and if such an option was taken up. Applications filed last week in which *Star-Bulletin* is buying remaining 75% of Hawaiian Broadcasting for $2.3 million are based on this option. Hawaiian is licensee of KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku, all Hawaii.

Mutual funds • Unless it hits expected setbacks in pending bankruptcy proceedings and in other court actions arising from deal between its former owners and Dominican Republic, Mutual figures it can get into black early next year. Albert Gregory McCarthy Jr., who started salvage job last July 1, has so far put in $500,000 to keep network alive, is expected to advance another $250,000 toward operating expenses before profit position is reached. It may cost him as much as additional $500,000 to straighten out bankruptcy and Dominican matters (story page 29).

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bigger sales with the BIG MOVIES!

WJW-TV
CLEVELAND

You'll be sitting pretty and your sales will, too, in America's 6th market. Most of the best movies: PARAMOUNT, 20th CENTURY FOX, UNITED ARTISTS, WARNER BROS. Turn that sales chart up with big minutes in "Watch & Win," "Afternoon Movie," "Big Show," "Nite Movie." Call KATZ today for availabilities!

You know where you're going with a STORER station

National Sales Offices: 625 Madison Avenue, N.Y. 22 • 230 N. Michigan Avenue, Chicago 1

WEEK IN BRIEF

MR. GEISSINGER

The 'Big Lie' won't sell goods • You can shout false ad claims long and loud, but they won't move the goods, despite Hitler's theory about propaganda. A page from the history of hotly competitive automobile selling in Southern California is reviewed by W. B. Geissinger, president of his own Los Angeles agency, to prove Hitler's theory false. He tells about it in this week's MONDAY MEMO. Page **25.**

Study of the tv audience • TvB distributes massive report that statistically profiles the makeup of the tv audience, telling also how many people watch and how much, what percentages of men, women, teenagers and children watch and how much they view. Page **35.**

The smart money • Experts are closing in on a system to forecast sales returns on the advertising dollar. Richard Casey of Benton & Bowles tells the Advertising Research Foundation conference that a breakthrough may be at hand. Leo Burnett's Seymour Banks suggests ground rules for media measuring. Paul Gerhold of Foote, Cone & Belding calls for judgements in using yardsticks available now. Page **36.**

$3 billion in 4 years • That's what Richard P. Doherty, president of Tv-Radio Management Corp., Washington, sees for radio-tv advertising by 1963. Page **45.**

TIO's new boss • A look at Louis Hausman, head of new Television Information Office: How he operates, what he's done, how he's apt to approach the job of running television's biggest undertaking. Page **54.**

Rolling tv studio • Red Skelton orders mobile studio with two Ampex color Videotape recorders and three General Electric color tv cameras. He plans to enter international tv program production. Page **74.**

Tv export plans take shape • William H. Fineshriber named consultant to committee organizing association of American television program exporters. His job (with a 10-week tenure): to set the stage for organization which would attempt to cut down trade restriction, open foreign markets for U.S. tv product. Page **79.**

Shades of the Blue Book • Canadians are going to hold broadcasters firmly to program commitments, say leading members of Board of Broadcast Governors. BBG also "reserving" two hours during prime three-hour nighttime segment. Page **97.**

Looking and listening, fourth quarter • The programs, the schedules and the sponsors for the television and radio networks during the final quarter of 1959 are detailed in the NETWORK SHOWSHEETS. The specials on the tv networks during October and November also are listed. Page **103.**

FCC's radio financial report • Here is the complete market-by-market breakdown of radio station revenues, expenses and income during 1958 as reported by FCC. The report covers 3,197 stations and shows revenue from networks, national and regional advertisers and local sponsors. Expenses and net income before federal taxes also are shown. Page **114.**

DEPARTMENTS

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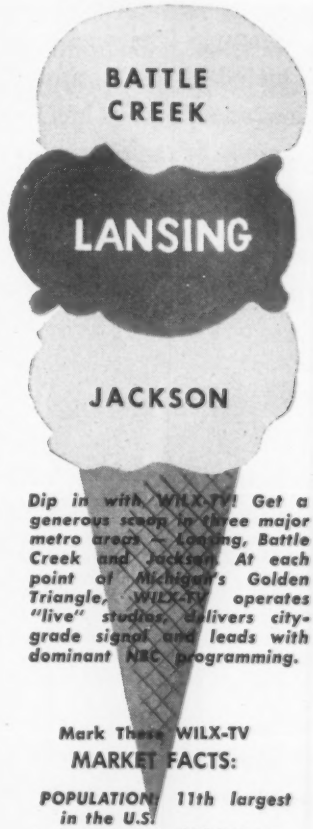
HELP YOURSELF
to a
TRIPLE SCOOP
in
MICHIGAN



Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.

Mark These WILX-TV
MARKET FACTS:

POPULATION: 11th largest in the U.S.
(according to SRDS Consumer Market Data)
RETAIL SALES: 12th largest in the U.S.
(according to Sales Management Survey of Buying Power)
TV HOMES: 28th largest in the U.S.
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with
WILS—Lansing
WPON—Pontiac

MORE THAN EVER! Long the number one station in the nation's number one market, today WCBS-TV offers advertisers even *more* than the *biggest* audiences in all television.

Channel 2 viewers are also the *most responsive,* as proven in a new, full-scale depth study conducted by the Institute for Motivational Research, in association with Market Planning Corporation (an affiliate of McCann-Erickson). Example: when asked which of New York's seven channels *"has more of the programs that really make an impression, the ones you talk about,"* 2 out of every 3 respondents interviewed named WCBS-TV. Conversely, when asked which channel was being

referred to in this statement, *"they don't seem to have many new programs—I've seen most of them before,"* only 2% mentioned WCBS-TV—compared to 85% who named non-network stations.

Outcome? A distinct "climate of responsiveness" resulting in more anticipation, more *active viewing* on the part of Channel 2 audiences. And, according to the Institute's report, "far greater attention and interest *in both programs and commercials seen on Channel 2!"* Call WCBS-TV or CBS Television Spot Sales for more of the findings which demonstrate why, now *more than ever before,* New York's blue-ribbon advertising medium is CBS Owned Channel 2 . . . **WCBS-TV**

RE!

SALES TIPS

Morton G. Bassett
V. Pres. and N. Y.
Office Manager
Robert E. Eastman
& Co., Inc

Persuasion

Persuasion is a matter of words. The right words have all the magic of "Open Sesame".

Good Salesmen have the phrase-maker's feel. They can Sunday dress a product with persuasive, colorful exciting words . . . lend it a kind of extra glow.

The late great Johnny Gillin was that sort of man. He let his competitors speak of ratings. He spoke of "audience appreciation" —something with a character all its own. "These particular times", he would say, "have a very high audience appreciation".

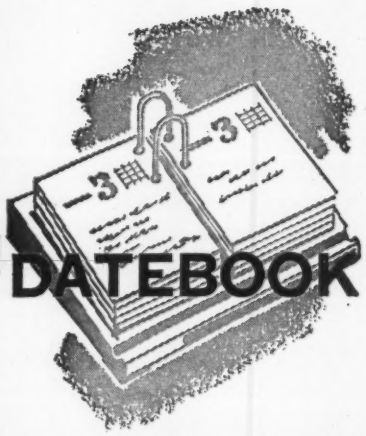
And really — doesn't "audience appreciation" add a glow to the merchandise?

P.S. Another sales tip: In Detroit, CKLW personalities Toby David, Joe Van, Bud Davies and Ron Knowles make the listening glistening and the selling salubrious. Buy CKLW for showmanship and sales results.

robert e. eastman & co., inc.

representing major radio stations

WNEW •	WIL •	KLAC •	KJR •	KXL
KNEW •	WRIT •	CKLW •	WHBQ •	KXOL
KBOX •	WING •	WCOL •	KDEO •	WARM
KQEO •	WPTR •	WSBA •	WAAB •	WKLO
KLEO •	WEEP •	KTOK •	WSAV •	KSYD
	WAMS •	KXLR •	WZOK	



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

*Oct. 5-6—Central Canada Broadcasters Assn. convention, Sheraton-Brock Hotel, Niagara Falls, Ontario. Three fulltime Board of Broadcast Governors members—Carlyle Anderson, Roger Duhamel and Dr. Andrew Stewart—in a question-answer session.

Oct. 5-6—Radio Adv. Bureau regional management conference, St. Clair Inn & Country Club, St. Clair, Mich.

Oct. 5-7—Institute of Radio Engineers' fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, Audio Engineering Society, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices IRE, Signal Corps and Armour Research Foundation, Museum of Science & Industry, Chicago.

Oct. 6-11—Hearings on tv quiz show investigation by House Legislative Oversight Subcommittee, New Office Bldg., Washington.

*Oct. 7—Radio & Television Executives Society, newsmaker luncheon, Brig. Gen. Earle Cook, deputy chief signal officer, U. S. Army, speaks on "Electronics and Broadcasting in the Space Age." Color film on subject will be shown. Roosevelt Hotel's Grand Ballroom, New York, noon.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, Assn. of National Advertisers, Savoy-Hilton Hotel, New York.

Oct. 8-9—Advertising Federation of America third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

Oct. 8-10—Alabama Broadcasters Assn. fall meeting, U. of Alabama.

Oct. 9—Ohio Assn. of Broadcasters, Athletic Club, Columbus.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

*Oct. 9-10—North Carolina Assn. of Broadcasters and American Women in Radio & Television, fall meeting and area conference, respectively, Sedgefield Inn, Greensboro. Fred A. Palmer, Worthington, Ohio, sales consultant on "Put Your Best Foot Forward." Gaines Kelley of WFMY-TV Greensboro, on "Standards of Good Practice—Radio-Tv." Maurice B. Mitchell on "The Vision of Tomorrow." Bill McKibben of Balaban stations, on "1960—Radio's Year of Disaster."

Oct. 9-11—New York State members of American Women in Radio & Television conference, Otesaga Inn, Cooperstown.

Oct. 11-16—American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 13—Massachusetts Broadcasters Assn., University Club, Boston.

Oct 13—Television Film Assn., monthly meeting, Masquers Club, Los Angeles. Eliot Bliss, engineer in charge of film quality control for CBS-TV, Hollywood, will discuss transference of tv tape to film.

*Oct. 13—Sixth annual seminar on new product introduction, auspices of Kastor, Hilton, Chesley, Clifford & Atherton, New York, and its Canadian affiliate, Bradley, Venning, Hilton & Atherton, Ltd., Toronto; Savoy-Hilton Hotel, New York.

Oct. 14-17—Radio Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 15—Regional MBS affiliates (Mid-Atlantic and Northeast) meeting, Philadelphia.

Oct. 15—Sixth annual publicity clinic sponsored by Publicity Club of Los Angeles, Statler Hotel there.

Oct. 15-16—American Assn. of Adv. Agencies annual central region meet, Drake Hotel, Chicago.

Oct. 17—UPI Broadcasters of Wisconsin fall session, Milwaukee.

Oct. 18-20—Texas Fm Broadcasters, Austin, Bonner McLane of Winn-McLane & Assoc. Inc., Austin, will describe local agency operation and what it needs from fm stations to be able to buy fm time. George Dillman of Business Research Corp., will give a report on taking a pilot survey of audience.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 19-22—RCA television studio equipment seminar, including tape recorder, color tv, transistorized switching, cameras, new projectors. RCA Bldg. 2-1, Camden, N. J.

Oct. 21—Connecticut Assn. of AP Broadcasters annual fall meeting, Waverly Inn, Cheshire.

*Oct. 21—The Pulse Inc. 18th annual "Man of the Year" luncheon, Grand Ballroom, Plaza Hotel, New York. Honored this year: Arthur Godfrey, CBS personality.

*Oct. 22-23—American Marketing Assn. (Minnesota chapter) seventh biannual Management Institute, Hotel Leamington, Minneapolis. Charles H. Brower, president, BBDO, will present outlook in advertising. L. D. Barney, president, Hoffman La-Roche Inc., will cover pharmaceutical industry.

Oct. 22-23—Kentucky Broadcasters Assn., fall meeting, Phoenix Hotel, Lexington.

Oct. 23-25—Midwest conference, Women's Adv. Clubs, Milwaukee.

Oct. 23-24—Wisconsin Broadcasters Assn., annual fall meeting, Madison, Wis. FCC Comr. Robert E. Lee will be featured speaker. New officers to be elected, including post of president, now held by Mig Figi, WAUX Waukesha.

Oct. 24—AP Radio & Tv Assn. of Wisconsin, Madison.

Oct. 24-26—National Educational Tv & Radio Center, annual meeting of etv station managers, 10 Columbus Circle, New York.

Oct. 27-30—National Assn. of Educational Broadcasters, annual convention, Hotel Sheraton-Cadillac, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by Professional Group on Electronic Devices, Institute of Radio Engineers, Shoreham Hotel, Washington.

Oct. 29-31—New Jersey Broadcasters Assn., fall

IT'S TIME TO TOOT OUR OWN HORN

Normally, we don't do much bragging. But that's not because we lack pride in our work . . . and successes.

It's just that we give all our time and talents to singing the praises of our clients' products and services. And that, we think, is the very best advertising for *our* business.

But this—our twenty-fifth birthday—is a special occasion.

It's important because we opened our doors with two of America's great advertisers as our first clients . . . and we're still helping them set sales records.

It's important because we have grown strong and vigorous by concentrating our full efforts on quality service.

It's important because, after a quarter century, our agency offers its clients a stability and continuity of service and a philosophy of management thinking that few advertisers enjoy. Most important of all, we provide a creative spark that grows brighter every year.

Perhaps it's time for us to sound the clarion call for you. We will welcome the chance to show you how we get things done.

D. P. BROTHER AND COMPANY

Advertising

DETROIT · NEW YORK · LOS ANGELES

Proudly serving GENERAL MOTORS and its divisions—AC SPARK PLUG • BROWN-LIPE-CHAPIN • GUIDE LAMP • HARRISON RADIATOR • HYATT BEARINGS • NEW DEPARTURE • OLDSMOBILE • ROCHESTER PRODUCTS • SAGINAW STEERING GEAR

THE WORLD VISITS

The hushed grandeur
of the Capitol Rotunda
lifts the eyes . . .
and the spirits . . . of
visitors from all
over the world.
Another in the WTOP-TV
series of Washington
scenes photographed
by Fred Maroon.

Reprints on request

WTOP-TV
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio ..... *Washington, D.C.*

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes, 1.5 million people with a $2.5 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED

Top programming . . . . Top facilities . . . .
Top personalities . . . . make the difference.

The greatest salesmen in Central New York sparkling in news, good music, sports, top entertainment, public service.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

*All figures NCS No. 2, weekly coverage

meeting, Nassau Inn, Princeton.

Oct. 30-31—Missouri Broadcasters Assn., Muehlebach Hotel, Kansas City. Gov. James T. Blair is luncheon speaker on 30th. Board of directors meet evening of Oct. 29.

NOVEMBER

Nov. 1—Annual Edward Petry & Co. promotional seminar, for promotion, research and merchandising executives of Petry-represented radio and tv stations. Starts 3 p.m. Petry Suite in Warwick Hotel, Philadelphia (in conjunction with Broadcast Promotion Assn. convention).

Nov. 2-3—Canadian Board of Broadcast Governors holds public hearings on new broadcasting regulations. Board of Transport, Ottawa.

Nov. 2-4—Broadcasters Promotion Assn. convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, Tv Guide. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 2-6—National Sales Executives-International Chicago Field Sales Management Institute, Pick-Congress Hotel there.

Nov. 4-5—Eastern Annual Conference, American Assn. of Advertising Agencies, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

*Nov. 5—WSB—Atlanta-Henry W. Grady School of Journalism (U. of Georgia) first annual news broadcasting conference, WSB's White Columns studios, 8:45 a.m.-3:30 p.m.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 8-11—Annual fall meeting, Assn. of National Advertisers, The Homestead, Hot Springs, Va.

*Nov. 9—Assn. of Broadcast Executives of Texas, Western Hills Inn, Dallas-Fort Worth. Guest speaker: Harold E. Fellows, president, NAB.

*Nov. 9—UPI Broadcasters of Georgia organizational meet, Riviera Motel, Atlanta.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

*Nov. 10—Radio & Television Executives Society begins its 1959-60 timebuying & selling seminar. Seminar consists of weekly luncheons at Hawaiian Room in Lexington Hotel, New York. Registration fee is $10, luncheon price is $3.50 for registrants, $4.50 for non-registrants.

*Nov. 11-13—NBC radio-tv affiliates, Plaza Hotel, New York.

*Nov. 11-14—Sigma Delta Chi (professional journalistic fraternity) 50th anniversary convention, Indianapolis. Guest speaker: Vice President Richard M. Nixon.

*Nov. 13—Colorado Broadcasters & Telecasters Assn., Brown Palace, Denver.

*Nov. 13-14—WSM Nashville eighth annual country music disc jockey festival, Andrew Jackson Hotel there.

*Nov. 15-21—National Television Week, sponsored by NAB and Television Bureau of Advertising. Theme: "Television—In Focus With Modern America."

*Nov. 15-22—American Society of Association Executives 40th annual meet, Boca Raton, Fla. George Romney, president of American Motors Corp., Detroit, will be named "Association Man of the Year."

Nov. 17—California Broadcasters Assn., Ambassador Hotel, Los Angeles.

*Nov. 18—Washington State Assn. of Broadcasters and Oregon Assn. of Broadcasters joint meet, Olympic Hotel, Seattle.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

*Nov. 19-20—Institute of Radio Engineers Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation for high energy nuclear science, nuclear reactor

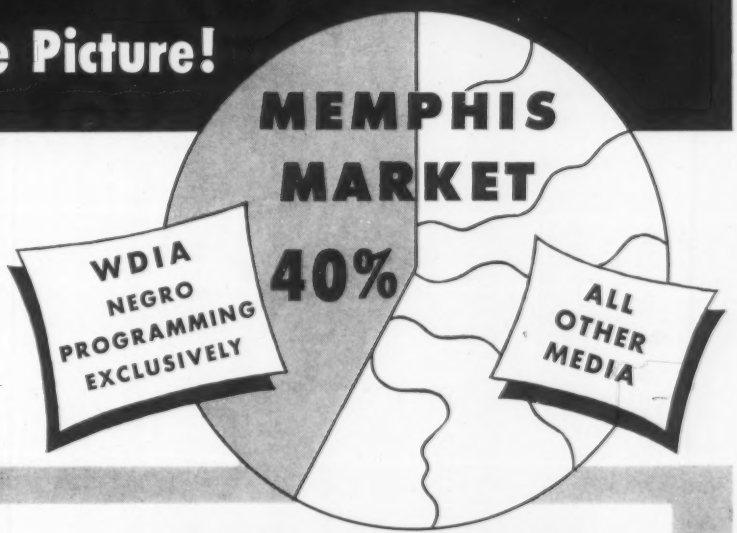
IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!



WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they *buy*, these Negroes *listen*—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

That's why, no matter what your advertising budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're literally missing 40% of Memphis!

Let us send you proof of performance in your field!

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

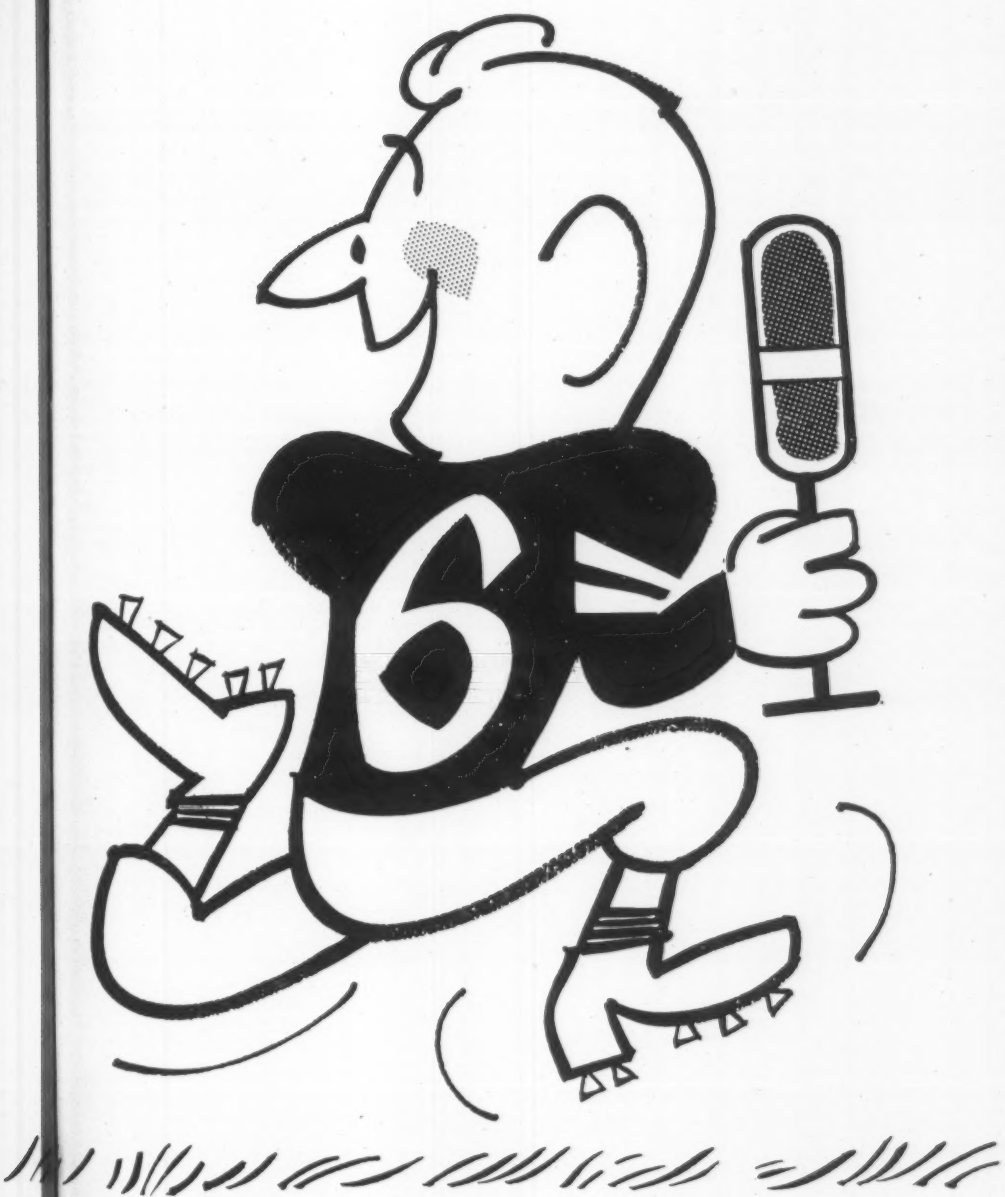
The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC. — TIME SALES

"Brennan in for WGN"

Terry Brennan, former All American and head coach from Notre Dame, is "color man" on WGN Radio's Midwest College Game of the Week* this fall—another example of that "something extra" which Midwest listeners have come to expect from WGN Radio.

**Sponsored by General Tire & Rubber Company and Oak Park Federal Savings & Loan*

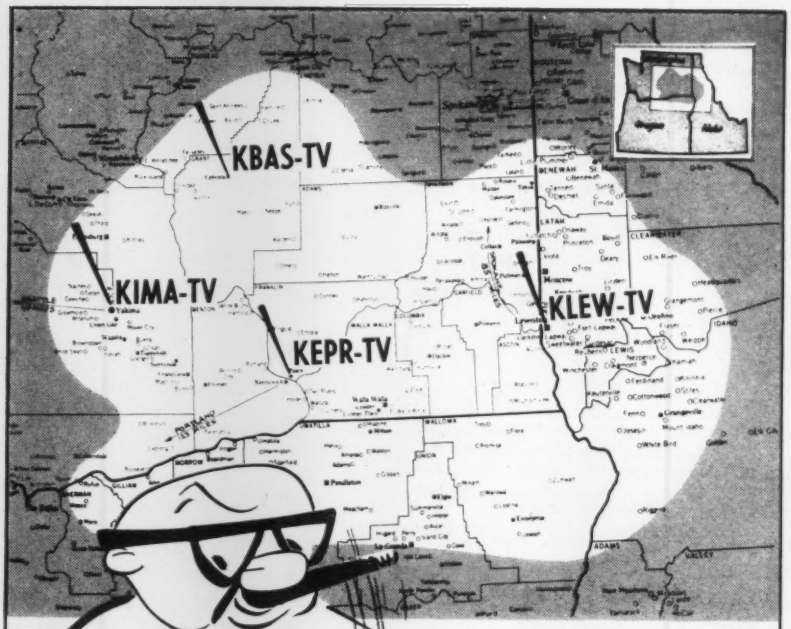


Other "extras" are: • On Cubs' baseball, former player-manager, Lou Boudreau • On Bears' Pro Football, former all-star pro guard, George Connor • Greatest all-round sports staff in the nation composed of veterans Jack Brickhouse, Vince Lloyd, Jack Quinlan and Lloyd Pettit.

Add to this the best in music, public service programming and top personalities—it's no wonder WGN Radio reaches more homes than any other Chicago station!

WGN RADIO–CHICAGO

THE GREATEST SOUND IN RADIO



Smidley, you've done it again!

You just can't get it through the old noggin. You can't cover the Pacific Northwest without Cascade. Why Smidley, this Cascade four-station network wraps up a market with more food sales than Toledo or Oklahoma City. You get the picture, Smid? They've got an E.B.I. that tops Indianapolis or Newark. And get this! Cascade Television is the only network serving the entire market. Let's not pass it up again.

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

*Nov. 18—Maine Radio & Television Broadcasters Assn., Portland. Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

*Nov. 20—Tennessee AP Radio Assn. fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with Tennessee Assn. of Broadcasters.

*Nov. 20—Comments due in FCC proposed rulemaking (Docket 6741) to duplicate Class 1-A clear channels in various sections of the U. S.

*Nov. 23-25—Women's Advertising Clubs' midwestern intercity conference, Oakton Manor, Pewaukee, Wis.

*Nov. 29-Dec. 1—First annual communications forum for broadcasters, Pennsylvania State U. Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, news-public affairs vice president, CBS; Edward Stanley, public affairs director, NBC; Ralph Renick, president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

*Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

JANUARY 1960

*Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York.

*Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

*Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

*Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

FEBRUARY 1960

*Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

*Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

*Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters association will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

*March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s' will participate in filming "The Big Platter Parade."

*March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton-Towers Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

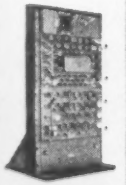
Telechrome brings to TV broadcasters a vastly improved system

Telechrome brings to TV broadcasters a vastly improved system for producing a wide variety of dramatic wipes, inserts, keying and other special effects. The superb engineering of the Telechrome Special Effects System provides outstanding reliability and technical performance when used for either color or monochrome TV. Simplicity of pattern selection and wipe speed is provided by manual switches on the remote control unit.

- Unusual compactness and portability make possible the creation of special effects even in field locations.
- Simplest to operate. All 72 wipes available at all times.
- Stabilized black balance between pictures. Millimicrosecond transition time eliminates edge effects.
- Additional camera input allows keying from camera signal.
- Its versatility permits use in live, video-tape or film programming.

TELECHROME
SPECIAL EFFECTS GENERATOR
FOR WIPES & MATTING, MODEL 490A

Insert Keying with Super Stability



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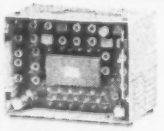
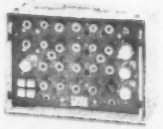
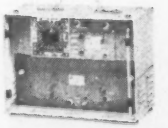


490W1 Waveform generator. Generates keying signals for the 72 different wipes.



490S1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.



490R1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply — 512CR.

Designed for 19" rack mounting, or portable cases.
Full specifications and details available on request.

AVAILABLE FOR IMMEDIATE DELIVERY.

COLOR TV • INDUSTRIAL INSTRUMENTATION • TELEMETRY

TELECHROME MANUFACTURING CORP.

AT THE FRONTIERS OF ELECTRONICS

TELECHROME MFG. CORP.
28 RANICK DRIVE, AMITYVILLE, N. Y., LIncoln 1-3600
CABLE ADDRESS: COLORTV • TWX: AMITYVILLE NY2314

WESTERN ENGINEERING DIVISION • 13635 Victory Blvd., Van Nuys, Calif., STate 2-7479
MIDWESTERN ENGINEERING DIVISION • 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026
SOUTHWESTERN ENGINEERING DIVISION • 4207 Gaston Ave., Dallas, Tex., TAylor 3-3291

Demonstrated at N.A.B. SHOW & I.R.E. SHOW

Throughout the World
A famous name for QUALITY is
ROCHESTER'S
EASTMAN KODAK

Intricate camera assembly in
Kodak's Apparatus and Optical Division

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is . . .

WHEC

AM-TV
BASIC CBS ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

OPEN MIKE

Fall tv program preview

EDITOR:

Re program preview (page 48, Sept. 28), most informative and best organized rundown of the new network offerings yet presented. And it will become a valuable piece of reference material as the season gets underway. Excellently conceived and excellently executed.

Ted Bergmann, President
Parkson Adv. Agency
New York

Elevated studio plan

EDITOR:

You might be interested in publishing the enclosed as a matter of interest. I have designed and built two single elevated studios similar to the enclosed but never a "tree." With lightweight concrete anchoring framework for the main column and balancing, the enclosed can become a striking installation. The enclosed is yours for whatever interest and value it may have to the industry.

Jack Sholar
Local-Regional Sales Mgr.
WSPA-TV Spartanburg, S.C.

Music license fees

EDITOR:

Since the All-Industry Music Committee (of which we are a member) and ASCAP have yet to reach a definite understanding on rates and contract terms, I should like to make this practical suggestion: a blanket type license based on *all* station income, excluding newscasts, talks, forums, sports events and spot announcements without musical content. A licensee would merely deduct this income from his total business and pay ASCAP a fee based on his "take" from musical programs of any and all kinds. Surely ASCAP (or BMI for that matter) would have no claim to income from non-musical pro-

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

In the fabulously wealthy Green Bay-Fox River Valley market of Wisconsin, WLUK-TV is the most powerful TV station. From its new half million dollar power plant and tower overlooking Green Bay, WLUK-TV beams the great ABC shows into more than 435,000 TV homes. That's more than 1,500,000 people in 53 counties. They like 'LUK on eleven!

WLUK TV | a | CHANNEL 11 SERVING GREEN BAY AND THE FOX RIVER VALLEY
JOSEPH D. MACKIN GENERAL MANAGER

EXTRA. Capture the market on WLUC-TV, Channel 6, Upper Michigan's only TV station. One buy can get both WLUK-TV and WLUC-TV.

Represented nationally by George P. Hollingberry. In Minneapolis see Bill Hurley.

IN GREEN BAY WLUK-TV IS THE "GINCHIEST"*

* like the most, man!

you gotta have LUCK

BANK ON CONRAC MONITORS FOR BEST MONITORING RESULTS

WJW-TV, beautifully equipped Storer Station in Cleveland, Ohio, uses Conrac monitors and audio-video receivers. Chief Engineer of WJW-TV, Mr. H. A. Brinkman, says, "We have found Conrac monitors to be the best that are available." His staff reports complete satisfaction with Conrac equipment.

WJW-TV, like so many other notable stations, selected Conrac monitors because they are specifically designed to meet the needs of the broadcast station.

Every Conrac monitor from 8" through 27" incorporates these important features:

- Video response flat to 8 megacycles
- DC restorer—with "In-Out" switch
- Provision for operation from external sync—with selector switch
- Video line terminating resistor and switch

Write or call for complete technical information and prices.

CONRAC, INC.
Makers of Fine Fleetwood Home Television Systems

Dept. K
Glendora, California

Telephone: Covina, California, EDgewood 5-0541

grams. Stations with heavy sports schedules, such as ours, would benefit from this type arrangement.

To further simplify the "per program" reporting, ASCAP and BMI should furnish all stations an up-to-date card index of all titles and names of recording companies producing such tunes on records. This would make it possible to use per-program licenses in a practical manner and put the responsibility for proper listing of copyright owners where it belongs: with the music licensing groups themselves.

Edwin Mullinax, Gen. Mgr.
WLAG La Grange, Ga.

PLAYBACK

QUOTES WORTH REPEATING

Education's need for tv

Education through television ought to be a "national preoccupation," Edward Stanley, NBC director of public affairs, believes. Addressing the convention of the Assn. for Education in Journalism at the U. of Oregon, Eugene, Mr. Stanley referred to NBC-TV's college science classes in a speech on "Educational Tv: A Network's Experience":

We need to embrace without petty controversy new ways of teaching and new tools for teaching to replace those which were perfectly satisfactory for a world in which the internal combustion engine was an exciting machine . . . Television is the most powerful instrument of mass communication yet devised. It will be a pity, in view of the demonstration we have made, to permit it to stagnate into a living-room toy . . .

We are all familiar with the school population statistics and the fantastic pressures which are building up. I think we need to have some kind of an educational explosion which will match the population explosion . . . I am not without hope that we will have one.

Sharp operators' obituary

Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, before the national convention of Alpha Delta Sigma, national advertising fraternity, in Stanford, Calif.

The day of the sharp operator is over. We still have a few left, but they are losing out to the honest people in advertising. We have about the same percentage of hucksters in advertising as there are quacks in medicine and shysters in law and scoundrels in religion. These professions are less often libeled than advertising [because] the doctor's mistakes are in the graveyard, the lawyer's mistakes are in jail and the preacher's mistakes are in hell. The adman's mistakes are on television, and television gets a better rating than the graveyard, jail or hell.

IT'S 14½ MILLION MILES TO WORK AND BACK

in the Los Angeles metropolitan area. Drivers cover this daily distance by spending an average of 1 hour and 36 minutes behind their auto radios. KMPC serves this biggest of all automobile audiences with 2 Airwatch helicopters, 3 mobile ground units . . . each able to shortwave instantaneous bulletins to listeners. Result: KMPC's frequency is pre-set on more auto radios than that of any other station. KMPC reaches the greatest number of automobiles and homes in a day—in a week.

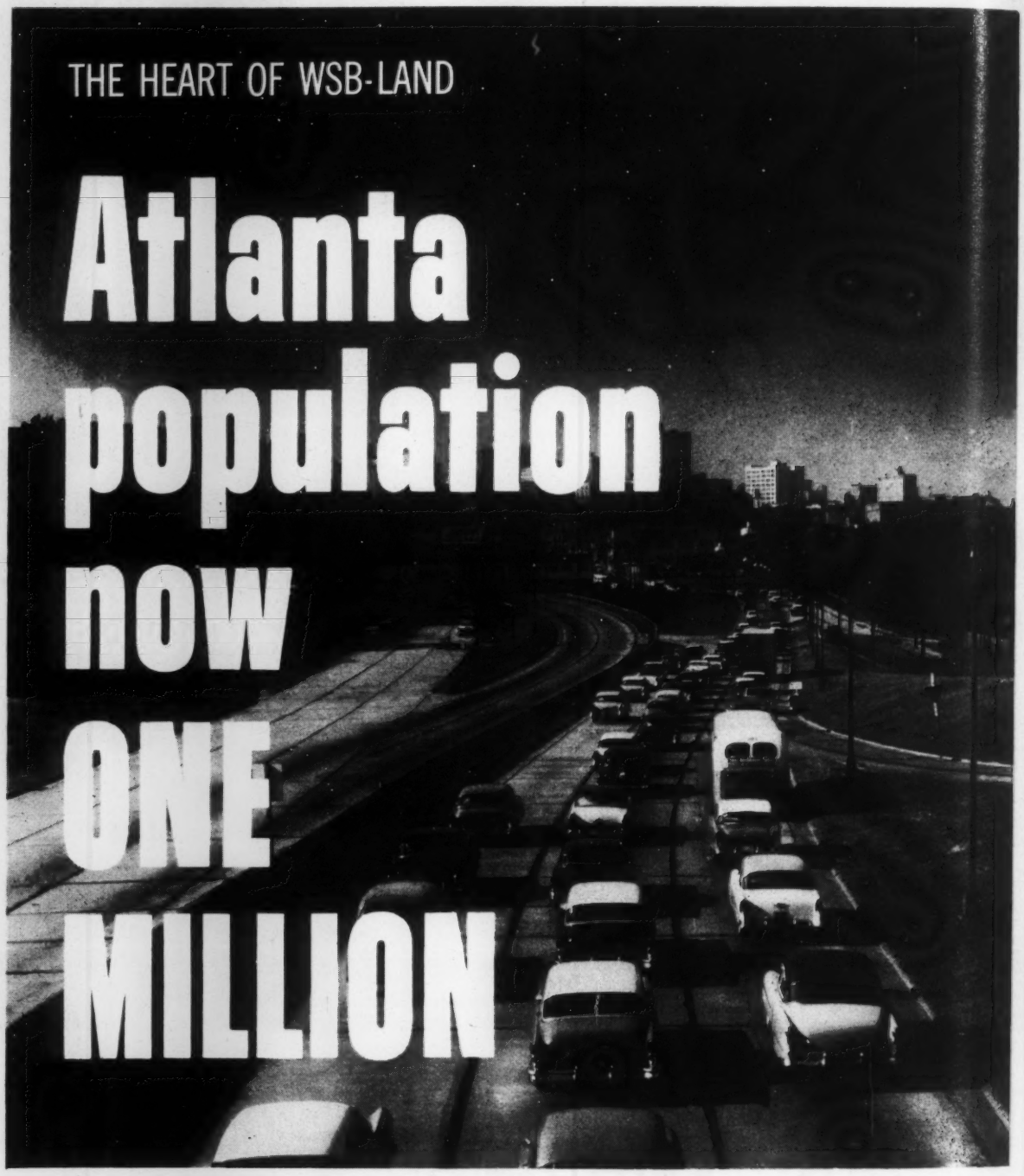
To move your product in Los Angeles, go with the station that's on the move . . . .

KMPC

50,000 watts / Los Angeles

A Golden West Broadcasters station CWB / Represented by AM Radio Sales Company

SOURCES: LOS ANGELES CITY TRAFFIC BUREAU. FAIR, INC. CPA RADIO RATINGS, JULY 1959



There now are one million men, women and children in Metropolitan Atlanta. Or by the time you read this, perhaps more. Newcomers are arriving by plane, train, car and stork at the rate of 516 per week.

Atlanta is the dynamic, hard-working, good living heart of that vast region served and sold by WSB Radio and WSB Television. We invite you to share the rewards of this great and growing market's present and future.

ATLANTA'S

WSB RADIO

WSB-TV

Affiliated with The Atlanta Journal and Constitution. NBC affilate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton

MONDAY MEMO

from **W. B. GEISSINGER,** *president, W. B. Geissinger & Co., Los Angeles*

The 'Big Lie' won't sell goods . . .

Adolph Hitler is supposed to have said, "If you tell a big lie often enough, people will believe it."

Some years ago a few automobile dealers in Southern California began to act as if they believed what Hitler said. They applied his misconception to business and succeeded so well in the beginning that the philosophy of the "big lie" became mildly epidemic. It was like a stone thrown into a placid pond; the ripples widened rapidly.

Deluded by this "quick money" mirage, an ever increasing number of Southern California car dealers commenced to make all kinds of extravagant claims. Some of these claims were utterly fantastic, not only in print but on the air. Super-salesmen thumped car tops, slammed tonneau doors, pounded fenders and beat their breasts until they sounded like Tarzan bellowing from a treetop.

Old-line auto agencies, however, all of them ethical car dealers, stayed clear. They remained conservative. Yet they became greatly concerned about this pernicious inclination to indulge in questionable marketing practices. Sooner or later, they felt, everybody would suffer. The legitimate aims of advertising were being perverted and eventually the industry would get a black eye.

Green Bay Tree • Paradoxically enough, though, bad advertising suddenly seemed good for business. False as this premise was, and despite the fact that it invited disaster, it seemed to belie the methods of honest motorcar agencies. Business apparently was colossal for the pretenders. Naturally this intensified the temptation to follow suit. Now in a car market as large as Southern California, a deviation such as this could not be overlooked. So something had to be done—something drastic. But what—and when?

At that time we had been handling Enoch Chevrolet, a metropolitan car agency, for about a year. Like other advertising agencies serving ethical car dealers, we too wanted an answer to that "what and when" question.

In the old newspaper days I had learned on a city desk that the quick way to dispatch an evil is to ridicule it. So we decided to try that approach on this "big lie" technique.

Off-Beat Approach • Stan Freberg was then experimenting with off-beat humor for Capitol Records. Since ridicule and humor go hand in hand we thought perhaps he could come up with the right answer for us.

At first Stan was reluctant to participate. Off-beat commercials, he feared, might hinder rather than help his purpose. Eventually, however, he saw it our way. And the commercials he worked out were sensational—an instantaneous hit, both in sales power and entertainment value. Using a broad dialect, he kidded unmercifully the raucous and extravagant car claims then prevalent on the air. For contrast, he ended each of our commercials with a strong statement that at Enoch Chevrolet you could get honest merchandise minus phoney claims.

W. B. Geissinger is board chairman and president of W. B. Geissinger & Co., Los Angeles. He once was financial editor of now defunct Los Angeles Morning Tribune. *After World War I service in Navy, he moved to San Francisco as assistant city editor of* Bulletin *before it merged with* Call *and* Daily News. *He left to open his own agency and subsequently sold it to join Sunkist Growers, where he became advertising director. After 14 years there he joined Lord & Thomas as vp in charge of Chicago office. He left L&T to become vp of BBDO and opened its L.A. office, which he headed until he founded his own agency in 1947.*

Being the first of their kind, these commercials started a trend. I am happy to say Stan Freberg cashed in on them. He now specializes in producing off-beat commercials.

But it is hard to stop a snowball that is rolling down hill. The off-beat commercials slowed down the "big lie" but did not end it. However, these sardonic sales messages paved the way for a change we made in marketing methods which has since been widely adopted throughout the Southland. It has had a leavening influence on exaggerated claims in the motorcar trade.

Personal Touch • We started it all quite accidentally because we decided to personalize Enoch's commercials. Since the treatment we proposed had no precedent, there was considerable risk involved, for it was not only revolutionary but problematical. But through the cooperation of George Cashman, president of Enoch Chevrolet, adapting the plan was greatly simplified

Instead of using professional announcers, who sometimes annoy and irritate listeners and viewers, we put Mr. Cashman himself on the air in informal television sales talks. He discussed the merits of various models of new and used cars in a conversational tone that was more folksy than executive yet it carried the authority invested in him as president of the Chevrolet agency. He did not shout, he did not pound fenders, he simply stated motorcar facts and accented real values. He spoke in plain, straightforward language. Coming from the top executive it definitely carried weight.

To say the plan succeeded is an understatement confirmed by the fact that Enoch Chevrolet has risen from 27th to 3rd place among 140 Chevrolet agencies in the nation's largest and most competitive motorcar market. And the wide use of this technique by others makes us feel that perhaps we contributed something constructive to advertising.

For despite Hitler's claim, we had proved that a "big lie" won't sell goods no matter how loud you shout it.

. . . no matter how loud you shout it

WCSH-TV 6

NBC Affiliate **Portland, Maine**

HUNTLEY
BRINKLEY
GERAGHTY
WHO?

Geraghty — Larry Geraghty. He is our news director. His team teams with their NBC counterparts from 6:30 P.M. to 7:00 P.M. to beat Station "B's" news a walloping 3.6 to 1* on average homes reached daily.

Yes, the good news is on "6" where you get a bigger more receptive audience.

Remember, too, you save an extra 5% when you buy a matching spot schedule on Channel 2 in Bangor.

**Source ARB*

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV Portland (6)
WLBZ-TV Bangor (2)
WCSH Radio—Portland
WLBZ Radio—Bangor
WRDO Radio—Augusta

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BROADCASTING*

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ASSISTANT ..... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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CHECK ✓ and DOUBLE CHECK ✓✓

✓ WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓ One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV

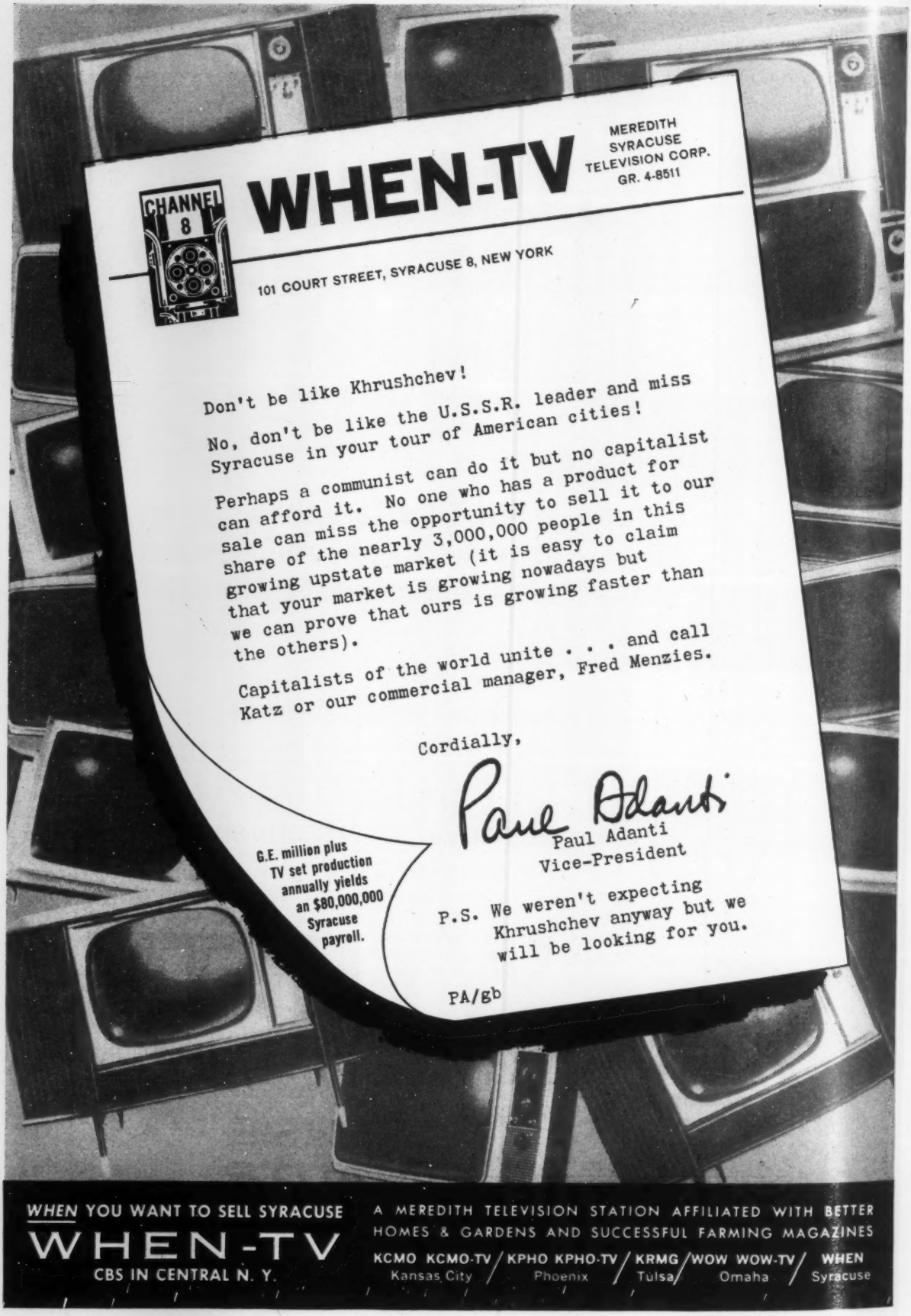
CBS TELEVISION

CHANNEL 10 • CBS—ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.


CHANNEL 8
WHEN-TV
MEREDITH
SYRACUSE
TELEVISION CORP.
GR. 4-8511
101 COURT STREET, SYRACUSE 8, NEW YORK
Don't be like Khrushchev!
No, don't be like the U.S.S.R. leader and miss Syracuse in your tour of American cities!
Perhaps a communist can do it but no capitalist can afford it. No one who has a product for sale can miss the opportunity to sell it to our share of the nearly 3,000,000 people in this growing upstate market (it is easy to claim that your market is growing nowadays but we can prove that ours is growing faster than the others).
Capitalists of the world unite . . . and call Katz or our commercial manager, Fred Menzies.
Cordially,
Paul Adanti
Paul Adanti
Vice-President
G.E. million plus TV set production annually yields an $80,000,000 Syracuse payroll.
P.S. We weren't expecting Khrushchev anyway but we will be looking for you.
PA/gb
WHEN YOU WANT TO SELL SYRACUSE
WHEN-TV
CBS IN CENTRAL N. Y.
A MEREDITH TELEVISION STATION AFFILIATED WITH BETTER HOMES & GARDENS AND SUCCESSFUL FARMING MAGAZINES
KCMO KCMO-TV Kansas City / KPHO KPHO-TV Phoenix / KRMG Tulsa / WOW WOW-TV Omaha / WHEN Syracuse

AT DEADLINE

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

CBS-TV DISCOUNTS CHANGED

Revisions consider viewing pattern shifts

Discount changes designed to take into account both seasonal and hourly (at night) variations in tv viewing patterns are being announced by CBS-TV, effective April 1, 1960. In letters sent Sept. 29-30 to clients and agencies, William H. Hylan, sales administration vice president, disclosed these adjustments:

1. Continuity discounts for summer (13 weeks starting first Sunday in June) will be "greatly" expanded, not only to encourage winter clients to stay on, but also to provide new incentive for heavier summertime buying.

2. Continuity discounts for winter (rest of year) will be reduced.

3. Top discounts for early evening time (6-8:30 p.m. New York time) will be increased; for heart of prime time (9-11 p.m.) will be reduced; for early prime time (8:30-9 p.m.) will be unchanged. Thus advertisers eligible for maximum discounts will pay less for 6-8:30 than in past, more for 9-11. "In this way," Mr. Hylan said, "the values for all evening time periods will be brought closer together."

4. For first time in five years, dollar-volume requirement for overall discount is going up. It rises from $100,000 weekly base to $130,000. This 30% hike, Mr. Hylan noted, compares with 43% rise in network time charges and 47% gain in national tv audience in same length of time, and "clearly . . . is consistent with these other measures of television's rapid and continuing expansion."

New time-period discounts, computed on largest amount of weekly gross billing that has run consecutively for 13 or more weeks, range as high as 45% on certain nighttime periods in summer; in winter, highest is 10% for 6-8 p.m. period and all other hours are computed at net.

Overall discount is allowed in lieu of time-period and station-hour discounts to advertisers spending $130,000 or more (gross) per week over 52-week discount year. It ranges from 33.75% for 6-8 p.m. time down to 19.25% for 9-10:30, then swings up to 23.75% for 10:30-11 p.m. In addition, advertisers eligible for overall discount are entitled to special additional discounts, ranging from 50 to 60%, on summertime billings exceeding their average wintertime spending.

Back to network

Stations wondering why Canada Dry chose to put its $2 million national tv budget this year in network instead of spot as in last few years can blame sponsor expansion. Besides moving more bottles, Canada Dry wants to sell corporate image of "America's First Family of Beverages"—72-item pop and mixer line — to 20,000 stockholders as well as mass consumer audience. As result, corporation's managers and their agency, J. M. Mathes, chose *Walt Disney Presents* (ABC-TV, Fri., 7:30-8:30 p.m.) as all-age, merchandisable vehicle. Canada Dry started on ABC-TV in 1949 and signed off in 1955, putting money into spot in interim. National budget allocation averages roughly 50% in tv.

TvB briefs investors

Bankers in Los Angeles and San Francisco met last week with Television Bureau of Advertising officials on tv status report for financial community. TvB President Norman E. Cash and Walter McNiff, western division director, briefed bankers on growth of medium, comparative ad allocations, talent and program costs. TvB has received inquiries from both eastern and western bankers on value of tv stations as reflected in billings and management. Bankers are interested from investment standpoint.

GUTERMA BARES MUTUAL PACT

Dismissal move reveals affiliate obligations

Controversial contract executed between A.L. Guterma's Radio News Service Corp. and Dominican Republic came to light for first time Oct. 2 when Mr. Guterma filed motion to dismiss federal grand jury indictment against him. Indictment alleged Mr. Guterma and associates had pledged facilities of Radio News Service and of Mutual Broadcasting System as propaganda agents for Dominicans, and charged they had failed to register as agents of foreign power under provisions of Foreign Agents Registration Act of 1938 (BROADCASTING, Sept. 7).

Pertinent provisions of contract are these:

1. Radio News Service Corp. was wholly-owned subsidiary of Mutual Broadcasting System, operating as news and press service.

2. Mutual would be obligated to transmit releases from Radio News Service over its facilities and affiliate stations, in turn, would be obligated to broadcast them.

3. Radio News Service releases also would be offered to non-Mutual stations who also would be obligated to broadcast such releases.

4. News about Dominican Republic would be carried up to a maximum of 425 minutes per month.

5. Radio News Service reserved right to turn down news releases from Dominicans which it felt to be "inimical or inconsistent" with best interests of U.S., as well as any news extolling communist cause.

6. By same token, Radio News Service would not carry news reports which Dominicans felt harmful to interests of their government.

7. Dominicans would have right to sell Radio News Service material, and to keep profits from such sales, in Dominican Republic, Cuba, Haiti, Spain and five other Spanish or Portuguese speaking countries of their choice.

8. As payment, Dominicans would pay $750,000 to Radio News Service upon signing of contract (Feb. 5, 1959, in Ciudad Trujillo). Of that amount, $500,000 was for first year of service, $250,000 was advance on second year of service. After that period Dominicans would pay Radio News Service $41,666.66 per month.

(Contract makes no mention of lien on Mutual network which Mr. Guterma is said to have given Dominicans as performance guarantee.)

Moves to Dismiss • In his motion to dismiss indictment, Mr. Guterma first challenged constitutionality of Foreign Agents Registration Act under which indictment was brought. Defense then cited various exemptions to Act which it contends fit the circumstances of Guterma group's negotiations with Dominicans

First of these is clause exempting

news services from provisions of act. Second exempts agents of governments whose defense is held vital to defense of U.S. Radio News Service Corp. fits into first exemption, Dominican Republic into second, Mr. Guterma's motion contends.

Another count of indictment challenged in Guterma motion was that of failure to register Mutual as agent of foreign power. Defense contends government has not shown that Mutual was agent in first place. Further contention is that court has no jurisdiction over case in that Mutual operation is in New York and that federal law provides charges be brought in jurisdiction where alleged offense occurred.

Trial date for grand jury charges originally had been set for Nov. 16. That date is now in doubt because Justice Dept. attorney who handled government's case since has suffered heart attack.

On Other Fronts • After grand jury brought in indictment against Mr. Guterma and associates last month Trujillo government brought civil suit in Washington to recover $750,000 it gave Mr. Guterma. Mutual network, which currently is seeking to complete bankruptcy proceedings before federal referee Asa Herzog in New York, was named as co-defendant. Referee Herzog has directed that Mutual be separated from others in suit and that Dominicans prove legitimacy of their claim before his court. Hearing is set Oct. 22.

Latin American split

Assis Chateaubriand, 62 - year - old owner of Latin America's largest newspaper and radio-tv chain, last week was reported to have given 49% of stock in his empire to 22 close collaborators, including sons and other relatives. Retaining 51% of stock, Señor Chateaubriand has formed stockholding consortium of Associated Newspapers & Broadcasting Stations, replacing Associated Newspapers which he alone controlled. Involved are 28 daily newspapers, 22 radio stations and weekly magazine. Not included are Señor Chateaubriand's four tv stations, his news service and newly acquired Rio de Janeiro newspaper.

ATAS panel explores 'ideal' net schedule

"Ideal Network Schedule" will be explored at first forum of 1959-60 season of Academy of Television Arts & Sciences tonight (Monday) at CBS Studio No. 50 in New York starting at 7:30 p.m.

Panel of radio-tv executives has chosen what it considers ideal tv network schedule in prime evening time based on more than 470 programs presented since 1950. Coincidentally, academy has conducted contest among members, using same programs as possible entries, asking them to set up schedule that would come closest to choice of panel. Various companies have donated prizes for winners.

Panel, which will explain its choice at forum, consists of William Craig, vice president in charge of radio-tv, Grey Adv.; Michael Dann, CBS-TV vice president, network programs, New York; Rod Erickson, vice president in charge of television sales, Warner Bros. Pictures Inc.; Richard A. R. Pinkham, senior vice president in charge of radio-tv, Ted Bates & Co., and Merrill Panitt, editor, *Tv Guide*.

Metropolitan dividend

First dividend in history of Metropolitan Broadcasting Corp. declared Sept. 29. Board announced cash dividend of 15 cents per share would be payable Oct. 30 to stockholders of record Oct. 9. Payment is to be considered as "the dividend for the year 1959," with future dividend policy to depend on expansion plans. John W. Kluge, president, said board was able to declare dividend because banks had waived restrictions following substantial reduction in long-term debt. Metropolitan stations are WNEW-AM-FM-TV New York, WHK-AM-FM Cleveland and WTTG (TV) Washington.

EIA names pr head

Robert T. De Vore, recently public relations director for Instrument Society of America, named public relations director of Electronic Industries Assn. EIA President David R. Hull, Raytheon Mfg. Corp., said Herbert F. Hodge Jr. continues as manager of office of information for association, serving daily and trade press and editing EIA's weekly newsletter. Mr. De Vore is former Washington reporter for newspapers and old *Collier's* magazine. He is alumnus of U. of Michigan.

KFJZ-TV wants ch. 2

Mostly opposition has been expressed to last July's FCC proposal to switch reserved ch. 2 in Denton, Tex., to commercial use in Fort Worth (for ch. 11 KFJZ-TV there) and to move ch. 11 from Fort Worth to Denton for educational use. Opposing idea were WFAA-TV Dallas, WBAP-TV Fort Worth and Joint Council on Educational Tv. Only KFJZ-TV favored move.

Bell system starts satellite work

Bell Labs plans to begin experiments shortly on project designed to send live television as well as phone calls throughout world using network of man-made satellites in outer space as reflectors of signals.

Bell announced Oct. 2 that experimental station to implement project now is under construction on hilltop near Holmdel, N.J. Station will include control buildings and two large antennas for communication experiments with objects in outer space. Installation will participate in projects sponsored by National Aeronautics & Space Administration.

One of projects at Holmdel will test quality of radio signals transmitted between stations on opposite sides of U.S. by means of reflection from satellite. Bell officials pointed out company has been experimenting with satellite communications systems since 1945; has developed many of satellite devices required for tests and will develop special equipment to track speeding satellites precisely.

Though single telephone channels will be used in experimentation, Bell Labs spokesmen said, objective will be to determine whether tv's "broadband signals" (equivalent of about 900 telephone channels) also can be transmitted. It was pointed out such broadband signals cannot now be transmitted directly by radio between widely separated points because signals are blocked by earth's curvature.

Heart of these communication experiments, according to Bell, will be antennas and transmission techniques. Installation will include dish-shaped, commercially available antenna to transmit signals to satellites and horn-shaped receiving antenna.

Agency merger

Darwin H. Clark Co., Los Angeles agency, merged Oct. 1 with Barnes Chase Co., latter's staff there becoming part of former's Los Angeles office at 1145 W. 6th St. Merged agencies will continue under name of Barnes Chase Co. Other offices are in San Diego, San Francisco.

Nelson Carter, former Foote, Cone & Belding vice president, and Los Angeles general manager, will now hold equivalent position with Barnes Chase. Mr. Carter has purchased substantial stock interest in Barnes Chase and will be industrial and financial manager in Los Angeles.

Stations called to arms to fight catv invasions

Broadcasters have been called to arms against community television systems. Unless something is done soon, Barclay Craighead, KXLJ-TV Helena, Mont., says in open letter to station owners, tv industry is "marching forward, determined, without benefit of solemn ceremony, to take undisputed place in the American Hall of Fools."

Mr. Craighead contends that broadcasters "are indifferently acquiescing to the take-over by others" of tv programs produced by broadcasters and sent free over airways. This means loss of property rights in station's signal, he adds, and once property rights are lost, pay television will have 750 cable companies, reaching 500,000 homes, for starter.

If catv industry wins its antitrust suit against group of Utah, Idaho, Montana and Wyoming broadcasters, Mr. Craighead warns, "they will not only close these stations down, making themselves the sole distributors of network programs in four states, but they will be in a position to control network programming itself. . . ."

Antitrust suit was filed last month against 11 western tv stations and seeks $1.5 million in treble damages (BROADCASTING, Sept. 14).

Mr. Craighead calls on broadcasters to write their views to their networks, to Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, and to Sen. John O: Pastore (D-R.I.), chairman of Senate Commerce Committee's communications subcommittee.

Bureau backs FCC on Beaumont ch. 6

FCC's Broadcast Bureau has recommended Commission affirm its 1954 grant of ch. 6 Beaumont, Tex., to Beaumont Broadcasting Co. (KFDM that city) in latest round of hearings involving five-year-old tv comparative hearing. Broadcast Bureau's proposed findings were based on most recent hearing on question of $55,000 paid to KTRM Beaumont which withdrew from three-way contest. Money was paid by Beaumont Broadcasting, which in turn was loaned sum by W. P. Hobby (*Houston Post*-KPRC Houston stations). Broadcast Bureau said there might be possibility that $55,000 is $13,000 more than can be ascribed to KTRM's out-of-pocket expenses, but Beaumont Broadcasting is clear.

Similar position in proposed findings is taken by Beaumont Broadcasting. Opposition was expressed by Enterprise Co. (KRIC Beaumont), third applicant, which is still fighting grant. Enterprise Co. called attention to fact KTRM and Internal Revenue Service are at odds on how to account for $13,000; KTRM wants to claim it as capital gain, but IRS says it should be counted as ordinary income.

Signs Army-AF game

NBC-TV will telecast Army-Air Force Academy football game at Yankee Stadium in New York Oct. 31 in eastern regional area, according to Asa S. Bushnell, commissioner of Eastern College Athletic Conference, and Tom S. Gallery, NBC sports director. Considered as eastern regional telecast, game will be seen in National Collegiate Athletic Assn. districts 1 and 2 (New England and Middle Atlantic).

Court backs tv award

U.S. Court of Appeals in Washington Oct. 1 affirmed FCC's 1953 sharetime grant of ch. 10 Rochester, N.Y., to WHEC-TV and WVET-TV. Case had been back and forth between court and FCC several times on protest of Federal Broadcasting System (WSAY Rochester), which intervened in case after original grant had been made. WSAY maintained it was foreclosed from applying for channel when WHEC-TV and WVET-TV, both applicants, reached sharetime agreement. Unanimous per curiam decision was handed down by Chief Judge E. Barrett Prettyman and Judges George T. Washington and Charles Fahy.

Court noted that WSAY claimed grants are inconsistent with public interest, convenience and necessity in that they result in undue concentration of media of mass communication in area. "The Commission . . . resolved the issue in a manner which we think in the circumstances was within its allowable discretion," court said.

Painting time

FCC reminded all radio stations Oct. 1 that deadline for repainting antenna towers is Jan. 1, 1960, with white bands same width as orange bands. Commission, in 1953, changed its rules eliminating provision that required white bands to be one-half as wide as orange bands. Change to equal-width bands was made to bring FCC specifications into conformity with national standard on obstruction marking set by Air Coordinating Committee. So as not to impose hardships on stations which had recently repainted towers, commission gave seven-year grace period in which to comply with new regulations.

More California views

Comments were still coming in last week on FCC's proposal to move extra vhf channels into Fresno and Bakersfield, Calif. (BROADCASTING, Sept. 28). Late filers were: (1) Porterville, Calif., branch of the American Assn. of University Women, which favors extra v's in Fresno, particularly reservation of ch. 7 for educational purposes; (2) California State Electronics Assn., group of servicemen and technicians, opposing move because it fears use of chs. 2 and 5 in Fresno may cause interference to co-channel and adjacent channel stations in San Francisco and Los Angeles; (3) J. H. Grossman, Auberry, Calif., who wants ch. 12 retained where it is in Fresno. KFRE-TV holds license for ch. 12, but FCC proposes to shift it to ch. 9 which would require station to move transmitting site.

WGA to strike Oct. 10

Writers Guild of America has issued strike order effective Oct. 10 against 50 independent theatrical motion picture producers "to achieve among other things, reasonable compensation to writers for the release to free and pay tv of post-1948 motion pictures as well as to a reopening in pay tv." Strike order followed failure to meet agreement, WGA stated.

KOAT-TV transfer

Ownership change in KOAT-TV Albuquerque, whereby former 100% owner Clinton D. McKinnon took in three partners in exchange for interests in KVOA-TV Tucson, Ariz., was approved Oct. 1 by FCC. Mr. McKinnon retains 40% of KOAT-TV and Bernard Weinberg, Arthur A. Desser and Harold B. Garfield acquire 20% each. Same principals will have identical ownership in KVOA-TV, formerly owned by Messrs. Weinberg, Desser and Garfield, subject to Commission approval. FCC also granted license renewal for KOAT-TV.

Import probe ordered

Investigation to determine if imports of transistors and related electronic products pose threat to national security will be conducted by Office of Civil & Defense Mobilization. Request for probe was made Sept. 17 by Electronic Industries Assn. (BROADCASTING, Sept. 21.)

Three appoint reps

Africa's first tv outlet was among stations announcing appointment of national representatives effective Oct. 1. WN-TV Ibidan, Western Nigeria, scheduled to start operation in mid-October, has named Intercontinental Services Ltd., N.Y., for U.S.

KPOP Los Angeles appoints Peters, Griffin & Woodward, New York.

WBAB Babylon, N.Y., names Bernard Howard & Co., New York.

Scalped—by tv!

Indian children have seen so many cowboys on tv they've forgotten how to act like Indians, Mrs. Ruby Jane Cloud, member of Southern Ute tribe in Colorado, said in Chicago where she's learning to make beadwork at National Recreation Congress. She hopes to pass beadwork lore on to her tribe so their Indian culture won't be erased by white man's.

• Business briefly

Yule sports • Gillette Safety Razor signed by Telenews for *Year-End Sports Review* to be telecast Christmas night on NBC-TV. Sponsor also will place film in Latin American markets through Maxon Inc. Telenews also has sold its *Year-End News Review* to Grant Adv., Manila, for Philippines.

Ford & Philharmonic • Ford Motor Co., Dearborn, Mich., will sponsor four *Leonard Bernstein and New York Philharmonic* programs over CBS-TV, with first scheduled Oct. 25 (5:30-6:30 p.m.). Subsequent hour-long shows are set for November, January and March (BROADCASTING, Sept. 7). Agency: Kenyon & Eckhardt, N.Y.

Kiddies' tv blitz • Venus Pen & Pencil Corp., N.Y., in its most extensive spot tv effort to date, is launching campaign in 15 markets throughout country, using participations in various children's programs to advertise company's 1959-60 line of presketched coloring sets. Agency: Doyle Dane Bernbach, N.Y.

Tidy tv effort • Tidy House Products Co., (household cleansers), Shenandoah, Iowa, previously active in spot tv, has signed for its first tv program, sponsoring *Polka Parade*, half-hour film program, in 41 midwestern markets, effective Oct. 1. Agency: Guild, Bascom & Bonfigli, S.F.

Watch break • Hamilton Watch purchase announced in advance to National Assn. of FM Broadcasters (BROADCASTING, Sept. 21) breaks next week in some 60 markets, using combination am-fm and strictly-fm stations. Eight-week campaign to sell new electric wristwatch is being placed by N.W. Ayer & Son, Phila.

Sweet news • Daggett Chocolate Co., Cambridge, Mass., starts campaign for Page & Shaw chocolates on tv Sunday (Oct. 11) in six Ohio and Michigan markets. Four 10-second animated commercials were produced by Transfilm-Wylde Animation, N.Y., for Daggett agency, Horton, Church & Goff Inc., Providence, R.I.

WEEK'S HEADLINERS

MR. KAUFMAN

ARNOLD KAUFMAN, vp of RKO General since 1957 and with that company since 1949, resigns to join National Telefilm Assoc., effective Oct. 15, as vp in charge of eastern activities. Mr. Kaufman will be responsible for all NTA activities in East, including NTA Telestudios, Storevision and broadcasting properties.

Mr. Kaufman, who has been a top aide for several years to Thomas F. O'Neil, RKO General board chairman, earlier had been sales representative in Boston of General Tire & Rubber Co., parent organization of RKO General.

MR. SMITH

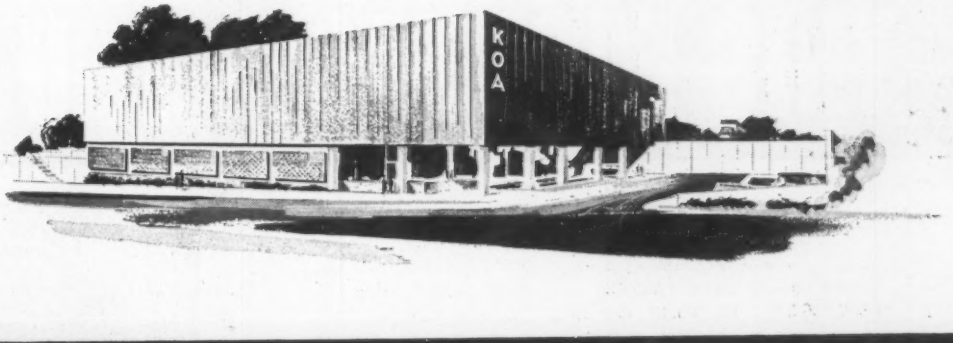
PAUL SMITH, vice chairman of board and chairman of plans board of Fletcher Richards, Calkins & Holden, N.Y., assumes overall supervision and direction of agency's creative department. His new responsibility will include copy, art, production and radio-tv. Mr. Smith was president of Calkins & Holden prior to its merger with Fletcher D. Richards Inc. early this year. He established his own agency in 1948, merged with C & H two years later, serving as creative director until he was elected president in 1957. Mr. Smith was with Kenyon & Eckhardt and D'Arcy Adv., both New York, prior to 1948.

MR. DORFSMAN

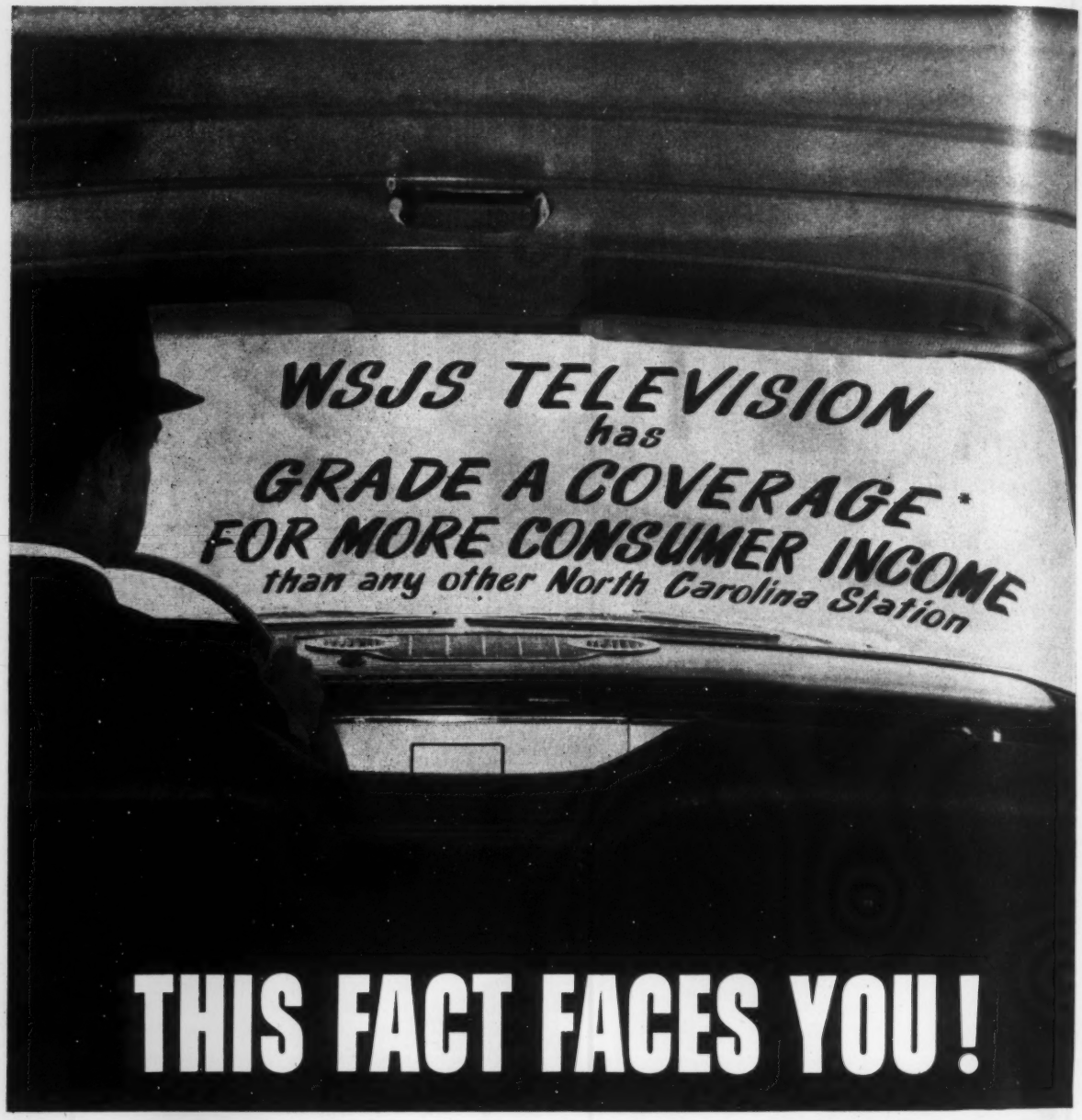
LOUIS DORFSMAN, director of art, advertising and promotion for CBS Radio since June 1956, appointed vp in charge of advertising and promotion, effective Oct. 12, succeeding Louis Hausman, who has been named director, Television Information Office (AT DEADLINE and CLOSED CIRCUIT, Sept. 28). Mr. Dorfsman joined CBS in 1946 as staff designer and served successively as art director of CBS Radio and co-director of sales promotion and advertising. DAVIDSON M. VORHES, manager of CBS Radio technical and building operations since 1952, appointed vp in charge of operations. Mr. Vorhes, who joined network in 1933 will assume responsibility for technical, building, shortwave and network operations as well as for traffic and purchasing. He succeeds HORACE R. GULLOTTE, who has been named west coast director of personnel and labor relations for CBS.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

the better to serve our audiences & clients



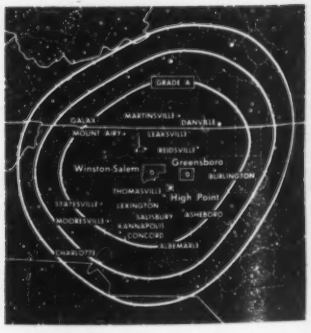
KOA-KOA-TV *now operating from the finest broadcasting facilities in the rocky mountain west · NBC in Denver*



PROOF:

Within its Grade A telecasting area, WSJS-Television reaches a consumer population of 1,393,420 with total spendable income of $1,827,286,000. In North Carolina's biggest Metropolitan market located in the rich industrial Piedmont, the WSJS-Television market represents a more powerful buying force than that offered by any other North Carolina station.

*



WSJS television

Winston-Salem / Greensboro

MST

NBC

CHANNEL 12

Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 5, 1959

Vol. 57 No. 14

PROFILE OF THE TV AUDIENCE

TvB uses Nielsen, Pulse data in detailed study of tv viewing

One of the most comprehensive audience studies ever made of a single medium has been produced for television.

The study, now being distributed by Television Bureau of Advertising, is based on special tabulations provided by two audience measurement firms, A.C. Nielsen Co. and The Pulse Inc., over a year's time.

Highlighted is the composition of the tv audience, and as its title ("How to Reach People") implies, the report presents a profile on how many people are reached, who they are and when they are best sought out.

The report breaks the material down into how tv builds audience during the day, how many people view only daytime or only nighttime, how much time they spend viewing each period, what time of day and program type. The information is shown on both the national and local level.

In releasing the report, the bureau notes that this audience study projected to all the people in the U.S. provides advertisers with an invitation to compare tv's audience "with that of any other medium."

Among the points made in the study are that on the average day:

- Tv reaches more than 8 out of every 10 persons in the U.S.
- It reaches 69.9% of all men, 78.4% of all women, 88.6% of all teenagers and 99.9% of all children.
- Of all people in the U.S., 24.1% view by noon, 49.7% by 6 p.m. and 82.7% by midnight.

The report also finds that 75% of all the people view nighttime television and at peak viewing times, "some 80 million people, more than 50% of all people, are watching."

Homes and Sets • TvB provides the wide base for tv: of 51.5 million homes in the U.S., the report says more than 44.5 million own tv sets and that of 176 million people in the country, 154 million live in tv homes.

The penetration or coverage of the medium is presented with this impressive summary: more than 98% of U.S. homes are "within tv's reach," one new tv home is created every 14 seconds and the average tv home views 5 hours, 7 days of the week.

As the average day progresses so does the buildup of the tv audience. By noon, 10% of all men in the country have viewed tv; for women, teens and children the respective shares are 28.2%, 14.8% and 49.1% in that order. By 6 p.m., viewing is up to this level: 28% of men, 49.9% of women, 51.8% of teeners and 90.2% of children.

Nighttime share of viewing for all people in the U.S. comes to 63.5%, the report states, while the daytime share is 36.5%. As to those who view only in certain times of the day: 32.2% look only at nighttime tv; 42.7% both at night and during the day; only 7.8% watch only in the daytime.

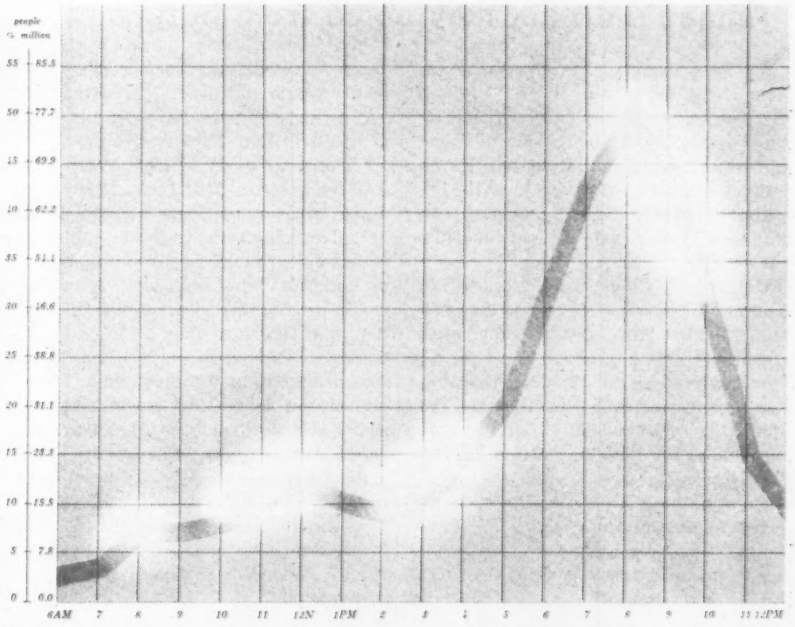
In the average evening the breakout of audience viewing looks like this, according to the TvB study:

Of all men, 65.6% watch during 11.8 quarter hours; 72.2% of all women during 12.4 quarter hours; 79.1% of teens during 10.5 quarter hours; 96.2% of children during 9 quarter hours (of all viewers, 75% watch 11.2 quarter hours).

In 108 pages, the report goes into such material as network programs by type (adventure, drama, western, variety etc.), showing weekend viewing (percentages of all people, of viewers and viewers per home) both daytime and nighttime as well as local programs by type.

Tabulations list audience by half-hour periods and cumulative audience by all viewers, men, women, teens, children and on the basis of Monday, Friday, Saturday only, weekends, etc., during network time and similar material for local time.

What audiences do various type programs hold? See Page 36.



When they watch • Here's the pattern of tv viewing throughout the day for both network and local programs. Though the chart shows highest listening at times (white bursts in graph) commonly considered network program time, TvB cautions against direct comparisons of network and local. It points out that many stations offer time periods for spots and some for programs even during these "network time" periods. Also noted in variation in network program times by different networks, research differences, areas covered and other variable factors.

PROFILE OF THE TV AUDIENCE CONTINUED

WHAT & WHEN VIEWERS WATCH

Networks programs by type

Daytime (Sun.-Sat.)

		No. Viewers (000's)	% of all People	% of Viewers	Viewers per Home
Children's Western	30-min.	11,301	7.3	100.0	2.4
Miscellaneous Children's	30-min.	11,664	7.5	100.0	2.2
Daytime Serial	15-min.	5,791	3.7	100.0	1.6
Daytime Serial	30-min.	6,739	4.3	100.0	1.8
Quiz & Audience Particip.	30-min.	6,408	4.1	100.0	1.6
Misc. Adult	30-min.	6,467	4.2	100.0	2.0
Misc. Adult	60-min. or more	3,901	2.5	100.0	1.7

Nighttime (Sun.-Sat.)

Adventure	30-min.	19,226	12.4	100.0	2.6
General Drama	30-min.	22,599	14.5	100.0	2.4
General Drama	60-min.	18,273	11.8	100.0	2.3
Situation Comedy	30-min.	23,748	15.3	100.0	2.5
Suspense Drama	30-min.	20,156	13.0	100.0	2.4
Suspense Drama	60-min.	25,005	16.1	100.0	2.5
Western	30-min.	32,231	20.7	100.0	2.6
Western	60-min.	31,618	20.3	100.0	2.8
General Variety	30-min.	14,905	9.6	100.0	2.5
General Variety	60-min.	25,462	16.4	100.0	2.6
Quiz & Audience Particip.	30-min.	23,009	14.8	100.0	2.4
Misc. Evening Programs	30-min.	14,652	9.4	100.0	2.4
Misc. Evening Programs	60-min.	22,953	14.8	100.0	2.7

Local programs by type

Morning (weekday)

		No. Viewers (000's)	% of all People	% of Viewers	Viewers per Home
half hour shows	News	4,682	3.0	100.0	1.5
	Adventure	3,303	2.1	100.0	1.3
	Children	4,587	3.0	100.0	1.5
	General Drama	3,662	2.4	100.0	1.5
	Situation Comedy	4,088	2.6	100.0	1.6
	Miscellaneous	4,345	2.8	100.0	1.4

Afternoon (weekday)

		No. Viewers (000's)	% of all People	% of Viewers	Viewers per Home
half hour shows	News	6,347	4.1	100.0	1.5
	Adventure	3,118	2.0	100.0	1.6
	Children	12,154	7.8	100.0	1.8
	General Drama	3,558	2.3	100.0	1.6
	Situation Comedy	5,576	3.6	100.0	1.6
	Western	3,257	2.1	100.0	1.6
	Miscellaneous	2,909	1.9	100.0	1.7
	Feature Films	3,991	2.6	100.0	1.5

Weekend (daytime)

half hour shows	News	5,115	3.3	100.0	1.8
	Adventure	7,956	5.1	100.0	2.1
	Children	6,284	4.0	100.0	1.6
	General Drama	10,712	6.9	100.0	1.8
	Situation Comedy	7,043	4.5	100.0	2.0
	Western	6,145	4.0	100.0	1.8
	Miscellaneous	2,600	1.7	100.0	1.6
	Feature Films	8,469	5.5	100.0	1.9

Early Evening (Sun.-Sat.)

half hour shows	News	12,284	7.9	100.0	1.9
	Adventure	15,150	9.7	100.0	2.3
	Children	11,445	7.4	100.0	1.9
	General Drama	10,123	6.5	100.0	2.3
	Situation Comedy	9,864	6.3	100.0	2.1
	Western	16,508	10.6	100.0	2.3
	Miscellaneous	7,194	4.6	100.0	2.1
	Feature Films	6,597	4.2	100.0	2.0

Late night (Sun.-Sat.)

half hour shows	News	13,012	8.4	100.0	1.8
	Adventure	16,144	10.4	100.0	2.0
	General Drama	11,825	7.6	100.0	1.9
	Situation Comedy	12,841	8.3	100.0	1.9
	Western	16,276	10.5	100.0	1.9
	Miscellaneous	13,300	8.6	100.0	1.7
	Feature Films	10,023	6.5	100.0	1.8

YARDSTICKS TO FORECAST SALES

Adman's dream may come from outgrown measurements, ARF told

$X advertising on Y advertising vehicle = $Z sales.

It's not that simple yet, but experts think it's going to be. Some of them told the Advertising Research Foundation's annual conference how they're trying to reduce rating, cost-per-thousand and other data to an absolute sales yardstick.

Richard F. Casey, vice president of Benton & Bowles, opening the session, called it "the most pressing, most urgent problem facing us today. . . ." The conference on "Better Measurements of Advertising Effectiveness, the Challenge of the 1960's" drew more than 800 to the Waldorf-Astoria in New York Sept. 25.

Among those who addressed themselves to the question were Seymour Banks, vice president in charge of media planning and research for Leo Burnett Co.; Paul E. J. Gerhold, vice president and national director of media and research of Foote, Cone & Belding; Arno Johnson, J. Walter Thompson vice president; Benjamin Lipstein, associate research director of Benton & Bowles, and a battery of specialists from businesses and universities.

Mr. Casey listed some of the gauges presently available, "usable measurements which tell us that advertisement "A" is more memorable than advertisement "B"; that television commercial "X" tells its story more clearly than does commercial "Y". . . . These are useful measurements of a given aspect of advertising effectiveness and help materially in many decision situations," he said, but "what does seem to be new is the brightening glow on the horizon that may indicate that at long last it could be possible to develop and apply measurements to the most basic meaning of the term 'advertising effectiveness'—the contribution of advertising expenditures to corporate profit."

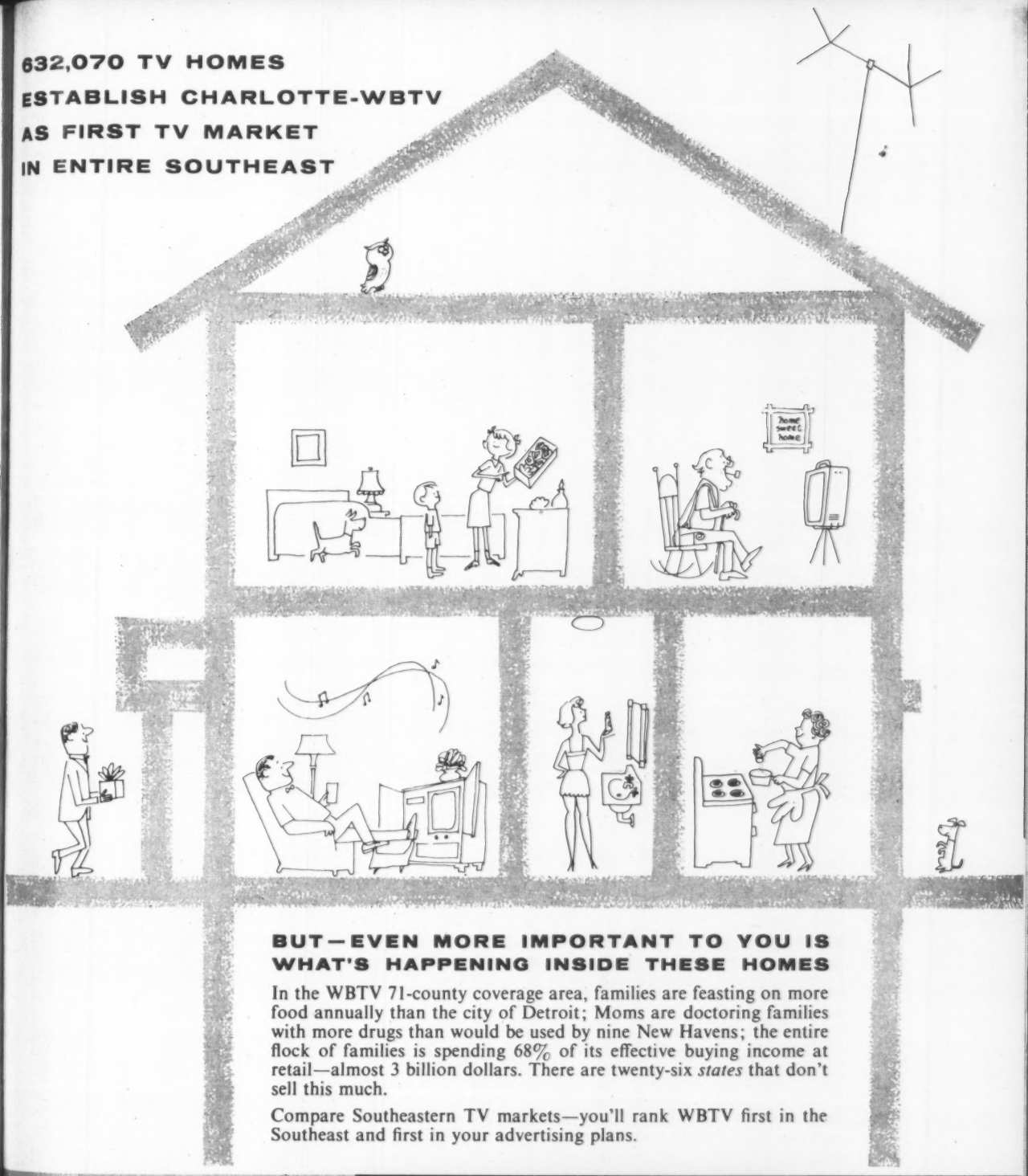
Media Stalemate • Leo Burnett's Dr. Banks called for new media measures to cover existing gaps and also because "we seem to be at an impasse when it comes to making sound inter-media comparisons."

He credited "the spectacular rise" of broadcasting with adding research problems. Old methods are of dubious worth for new media, he said. "For example, the technique of measuring radio audiences is also used for television, but people question whether exposure to a radio program is equivalent to exposure to a television program [and] . . . as the use of spot announcements becomes a more and more significant element of advertising expenditures, we find techniques which have been developed to evaluate broadcast programs are being asked to evaluate the announcements placed between programs."

The price of television has made measurement of results more urgent, Dr. Banks said. "In this medium, an advertiser is very often asked to make commitments involving a million dollars or more for a program which has never appeared on the air before. The amount of money involved in these commitments, the rigidity that contracts for both talent and facilities introduce into an advertising plan, and the uncertainty as to the success of a program, have combined to raise real questions on the value of this kind of advertising. However, this involves studying not only an individual program or the medium as a whole, but alternative advertising vehicles as well.

"The point I wish to make is not a criticism of television, but merely a statement that the problems involved in evaluating the television medium have probably intensified many advertisers'

632,070 TV HOMES ESTABLISH CHARLOTTE-WBTV AS FIRST TV MARKET IN ENTIRE SOUTHEAST



BUT—EVEN MORE IMPORTANT TO YOU IS WHAT'S HAPPENING INSIDE THESE HOMES

In the WBTV 71-county coverage area, families are feasting on more food annually than the city of Detroit; Moms are doctoring families with more drugs than would be used by nine New Havens; the entire flock of families is spending 68% of its effective buying income at retail—almost 3 billion dollars. There are twenty-six *states* that don't sell this much.

Compare Southeastern TV markets—you'll rank WBTV first in the Southeast and first in your advertising plans.

COMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	**632,070**
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	**442,690**
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680

CHANNEL 3
WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

Just how big is radio-television?

The ever-expanding dimensions of radio-tv and advertising are graphically shown in the 1959 YEARBOOK issue of BROADCASTING, now being mailed to subscribers.

Crammed full of facts and figures, the 612-page annual edition also shows that there are 564 U.S. tv stations on the air, reaching 44.5 million homes, as well as 3,388 am stations and 628 fm outlets reaching 97% of all homes. Call letters, facilities and executives of all these stations are listed, plus a rundown of foreign stations.

For those engaged in the buying and selling of broadcast time, the YEARBOOK's many directories and articles provide detailed information on this:

BROADCASTING STATIONS ON AIR:

441	Commercial vhf tv stations
80	commercial uhf tv stations
521	total commercial tv stations
33	non-commercial, educational vhf stations
10	non-commercial, educational uhf stations
43	total non-commercial, educational stations
564	total television stations
3,388	total am radio stations
628	total fm radio stations
4,580	total broadcasting stations

TOTAL TIME SALES, 1958:

$951,000,000	for all tv stations and networks
$541,665,000	for all radio stations and networks
$1,492,665,000	total radio-tv time sales

THE RADIO-TV AUDIENCES:

44,500,000	U.S. tv homes (86% of all homes)
49,500,000	U.S. radio homes (nearly 97% of all homes)
42,064,000	U.S. homes tune in television in average week
41,241,000	U.S. homes tune in radio in average week
5 hours, 29 minutes	total tv viewing per home per day
1 hour, 54 minutes	total radio listening per home per day (not counted: listening outside home)

SOME OTHER FACTS ABOUT FACILITIES:

431	am stations associated with newspapers and/or magazines in common ownership
143	fm stations connected with newspaper-magazine ownership
181	television stations connected with newspaper-magazine ownership
99	regional radio networks
12	regional television networks

FACTS ABOUT RELATED BUSINESSES:

507	advertising agencies placing national or regional broadcast advertising
189	talent agents representing radio-tv artists
563	companies supplying program services to television
174	companies supplying program services to radio
51	companies providing research services to radio-tv
53	unions representing workers and performers in radio-tv
594	attorneys specializing in FCC practice
244	consulting engineers serving broadcasting
657	community antenna systems

Unless otherwise indicated, all figures are as of Aug. 1, 1959

interests in all media research, because they realize that this important new medium cannot be evaluated in a vacuum, but only as an alternative to all other media." With advertising stakes going higher, business will not long be satisfied "with a statement which essentially consists of laying one's hand upon his heart, raising one's eye to the heavens and saying, 'I feel it here,' " Dr. Banks assured his audience.

Vehicles and Media • In an unofficial committee progress report for the ARF Audience Concepts Committee, which he heads, Dr. Bank touched on competitive media claims. The committee concluded that comparisons from advertising vehicle to vehicle (programs, individual publications) regardless of medium, could only be based on identical or equivalent procedures. Moreover, "we were not considering any grand schemes in which one advertising medium, as a whole could be studied and generalizations made for the basis of comparison with similar broad studies of another medium. Instead, the data, which we are interested in, would probably arise through careful analysis of the performance of individual advertising vehicles. It is certainly a question to be resolved by future research, whether, in fact, any significant generalizations can be made of a medium as a whole which would permit comparison from medium to medium."

Dr. Banks went on to list guides the committee has set up in its search for ad evaluation "model": exposure repetition patterns and frequency distribution, one-shot and cumulative audience, overall audience and internal audience for a specific advertisement or "actual performance" as opposed to the potential.

The committee is concerned, he said, with performance of advertisements within their own media context. "We hear a great deal about authority, prestige and editorial environment. We hear that some media are voluntary others are involuntary in the attention which is paid to them."

Station A and Station B • "We hear some programs have higher sponsor identification than others. All statements like these really say that an advertisement placed in advertising vehicle "A" somehow will have more value than similar advertising placed in advertising vehicle "B" whether "A" and "B" happen to be of the same type of media or of different types. Unless we have actual data on the communication performance of advertisements within their respective media contexts, it will be impossible to make such statements," he said. "People have an intuitive feeling that spread in magazines somehow have different connotation for a reader than page advertisements. There is a feeling that a 10-second ID somehow has a different connotation and delivers a different kind of message than a 20, 30 or 60-second announcement. There is some sort of feeling that the alternate-week sponsor may not get the same impact against the audience of his television program as the major week sponsor . . .

"These hypotheses can be answered when it become possible to evaluate communications performance of advertisements within their media contexts."

The Plan • On his topic, "Better Media Planning," Mr. Gerhold asked admen to use more informed judgment and abandon a "passion for the fragmented fact" and "concentrated attention to cost per thousand something or other."

"We have created our own tower of Babel," he told the researchers. "The production of media statistics has become a major industry, carefully producing tons of components, but never a set of instructions for putting them all together." His agency, Foote, Cone & Belding, subscribers to 31 commercial services directly related to media evaluation and gets hundreds of individual studies by media themselves, he said, illustrating his contention that advertising needs to find a way to use the information it has.

Mr. Gerhold listed six steps for evaluating an ad:

- Media distribution (number of copies or number of sets carrying the advertising),
- Media audience (number of people exposed to the medium),
- Advertising exposure (specific number for ad),
- Advertising perception (people aware of the ad),
- Advertising communication (people experiencing some gain in knowledge or attitude) and
- Consumer response (number of people buying the product).

Mr. Gerhold acknowledged that data

THE THINKING MAN'S STATION

Shrinking heads is not my business! I am a television time-buyer! These are the heads of television time-buyers that *"rolled,"* because they didn't *think* it mattered which TV station they chose in the rich Shreveport market.

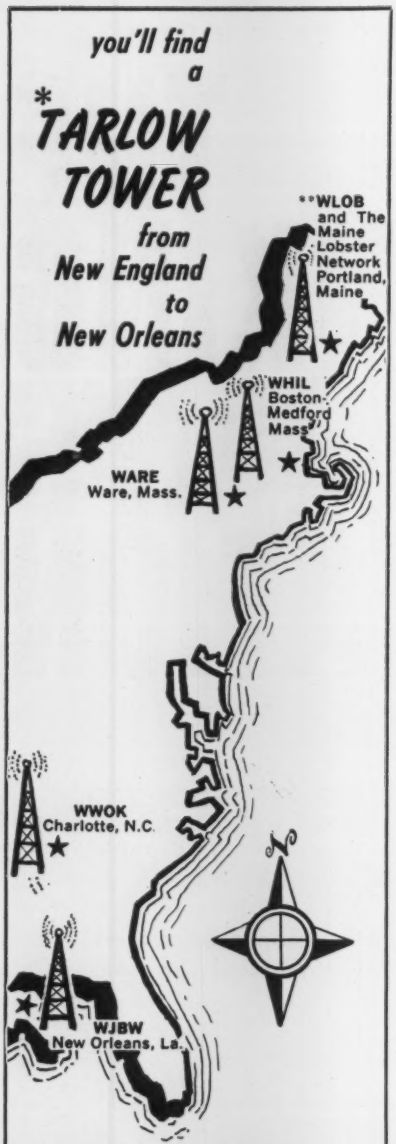
I still have my head, because in each market I look for a station that promotes *consistently* . . . programs *imaginatively* . . . delivers a *clean, clear picture* and comes out ON TOP in every TV audience survey made. In Shreveport my choice for five years has been KSLA-TV . . . *the choice of the viewers!*

Do I think every television time-buyer should choose KSLA-TV? I think everyone should decide for himself by letting a *Harrington, Righter & Parsons* man give him the COMPLETE KSLA-TV STORY!

KSLA TV

CBS

channel 12 shreveport, la.


you'll find a
*TARLOW TOWER
from New England to New Orleans
**WLOB and The Maine Lobster Network Portland, Maine
WHIL Boston-Medford Mass.
WARE Ware, Mass.
WWOK Charlotte, N.C.
WJBW New Orleans, La.

* a TARLOW TOWER stands for

TOP AUDIENCE PROGRAMMING TALENT RESULTS

**Associated with WLOB and The Maine Lobster Network, Portland, Me.; WHIL, Boston-Medford, Mass.; WARE, Ware, Mass.; WWOK, Charlotte, N.C.; WJBW, New Orleans, La.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

WHIL—National Rep.: Grant Webb Co.
WWOK, WJBW—WLOB
National Rep.: Richard O'Connell Co.
WARE—
National Rep.: Breen and Ward Co.

available will not take a planner through all six levels in plotting any campaign, but that the series of steps "attempts to establish an orderly system where measurements or evaluative estimates at the level immediately preceding. Thus, for any specific vehicle, an increase at one level should produce an increase at all subsequent levels." Still, "to get from what we now know to what we need to decide, we will have to rely mostly on intelligent judgment. Judgment, and perhaps the courage that we need in order to use it. For judgment is the glue that will hold all of these mismatched components together, the nuts and bolts, the nails, the baling wire that makes the difference between a collection of media statistics and a media plan."

Five-to-one Return • Using a hypothetical budget of $100,000 for a woman's interest product, Mr. Gerhold showed how to apply the six criteria to different media. "carefully stacked so that at the sixth level, to show $500,000 in new sales and constructed to show differences between media at various levels."

In tv, Mr. Gerhold elected to buy three one-minute network program commercials to reach about 15 million sets a total of 31 million times, covering a great many prospects as well as non-prospects. In radio he proposed buying 10 one-minute announcements a week for four weeks in the top 50 markets to deliver the advertising 80 million times over about 8 million sets. His radio audience analysis: "Media audiences and advertising exposure, for any kind of spot program, are of course identical. The women that we reach will perceive our advertising a number of times. The effect of our advertising will be measured in depth and frequency of impression, and in quantity of response more than in terms of numbers of individual women.

"We must think media evaluation through every level before we can reach a sound conclusion of comparative media values in terms of what we are actually trying to accomplish, sales that we would not have realized without the advertising," Mr. Gerhold urged.

Judgment and measurement are not not in conflict, Mr. Gerhold said. "Good media thinking requires that we have all the data we can get, because sound, tangible measurements are where we begin in thinking about these problems. We also have to have enough judgment to know what these data mean. We have to have the discipline and the imagination to think those values through, carefully and systematically, until we understand what they imply in terms of probable consumer reaction at the cash register. We don't advertise to get circulation, or audience, or coverage, or frequency, or recall or recognition. We advertise to get sales. When we plan media on that premise, we will have better media planning."

At lunch economist Arno Johnson, chairman of ARF, pledged the foundation to laying research groundwork for a $24 billion advertising business in 1970. Retiring Chairman Wallace H. Wulfeck, executive vice president of William Esty Co., was given a citation recognizing his service to the group.

Cartoonist Milton Caniff, in addition to sharing comic strip trade secrets (how to draw a hero, how to draw a villainess), gave some media evaluations of his own in a supplementary release distributed before his luncheon presentation. He defined television as an entertainment medium and said commercials must be diverting to be effective. Print, on the other hand, he said, "is the last home for serious, powerful, controversial advertising."

• Business briefly

New car, new budget • No sooner did Ford Motor Co. get its Falcon economy car on the road (see Falcon radio story, page 52) than it was ready with still another economy automobile, the compact Comet which will be marketed through Mercury dealers. For media, the Comet's introduction could bring in a new auto budget at a time when all other car introduction expenditures are pretty well committed. No agency was announced but the obvious choice would be Kenyon & Eckhardt, agency for Mercury-Edsel. The Comet is slated to make its appearance in showrooms early next year. In size it's bigger than the Falcon but smaller than the Ford.

Sterling for Saber • Sterling Drug Inc., N.Y., will sponsor *Saber of London* detective series which begins its third season on NBC-TV on Oct. 11 (Sun., 6:30-7 p.m.). Agency: Dancer-Fitzgerald-Sample, N.Y.

Pirates' sponsors • Atlantic Refining Co., Philadelphia, and Pittsburgh Brewing Co., Pittsburgh, have renewed radio-tv sponsorship of the Pittsburgh Pirates' games for three years. This year the games were on a special network of 21 radio and four tv stations. It's the 24th year Atlantic has co-sponsored Pirates' games. Pittsburgh Brewing is co-sponsoring for the fourth year.

Blackhawkers • Miles Labs Inc., Elkhart, Ind., via Wade Adv. Inc., N.Y., and R. J. Reynolds Tobacco Co., Winston-Salem, N.C., through William Esty Co., N.Y., will co-sponsor *Man From Blackhawk*, starting Oct. 9 on ABC-TV (Fri., 8:30-9 p.m. EDT). New series produced by Herb Meadow for Stuart-Oliver Productions stars Robert Rockwell as Sam Logan, special agent for

An inner courtyard of the new WAVE building, with part of the parking area behind.

Leadership in LOUISVILLE has a new address!

WAVE Radio and Television have now moved into a new broadcasting facility which embodies every known "tool" for better management, better broadcasting, better service to advertisers.

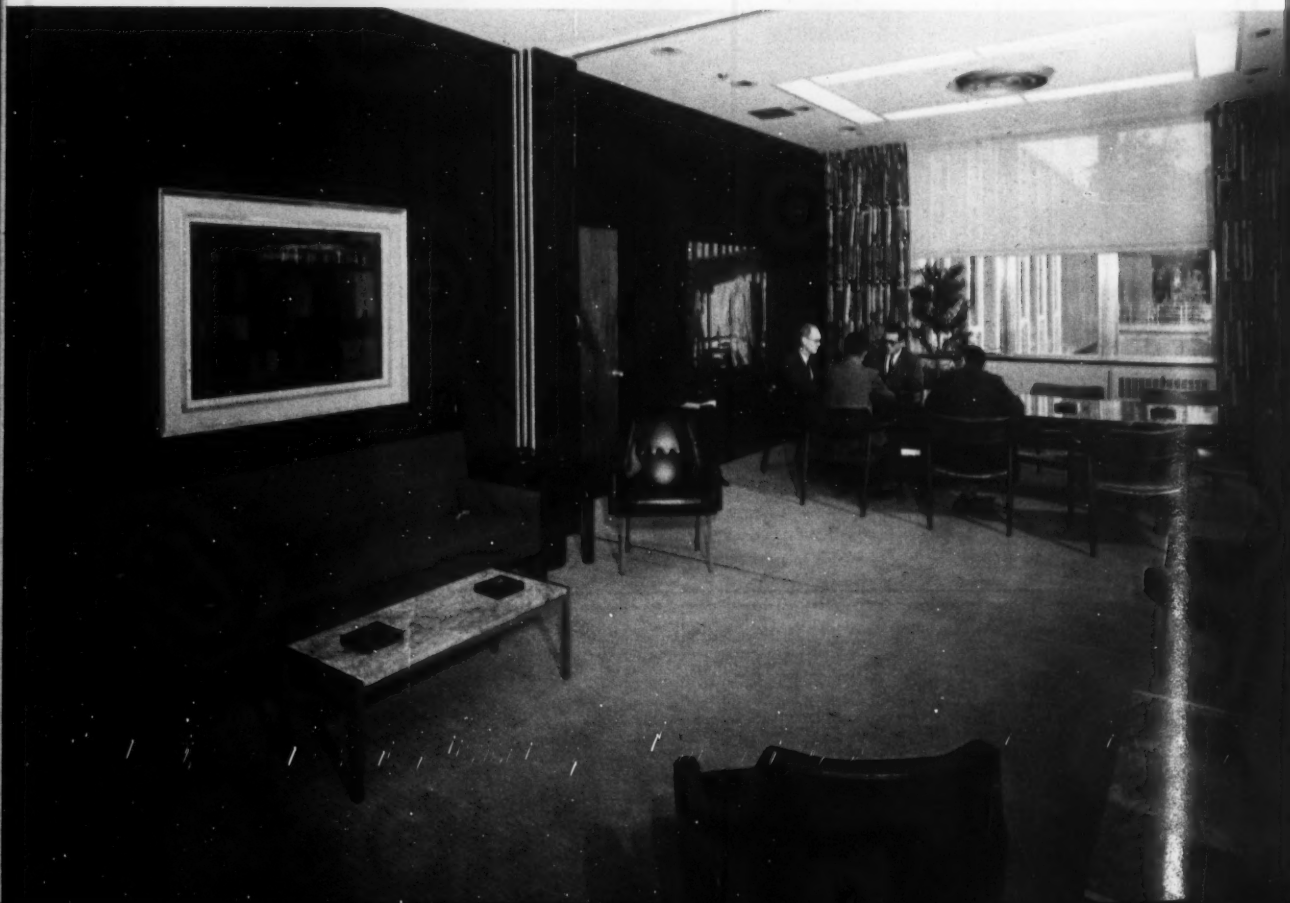
It goes without saying that the new building is beautiful. Our principal objective, however, was *efficiency* for our own staff and for the advertisers who use the facility.

This we have achieved. Visit us and see for yourself!

WAVE

RADIO AND TELEVISION
725 South Floyd Street
LOUISVILLE 3 • NBC
NBC Spot Sales, Exclusive National Representatives

The new WAVE Radio and Television Center is one of the most complete and efficient "broadcasting plants" in the Nation. **ABOVE:** The larger of our two new TV studios—65′ x 45′, and 23′ high (large enough for a tennis court). **BELOW:** The conference room, where daily meetings are held to plan and co-ordinate every activity involving programming and service to the people of our area and the advertisers on our stations.



fictitious Blackhawk Insurance Co. of Chicago in latter half of 1800's.

Lucky hits • American Tobacco Co., N.Y., for Lucky Strike cigarettes, rolling out tv spot drive to continue through December. Buys in major markets will be completed by mid-October. Nighttime ID's are planned. Agency: BBDO, N.Y.

Airborne • National Biscuit Co., N.Y., to sponsor *Sky King*, adventure series starring Kirby Grant in title role as contemporary cowboy, starting Oct. 3 on CBS-TV (Sat., 12 noon-12:30 p.m. EDT). Agency: McCann-Erickson Inc., N.Y.

Water show • Johnson Motors Div. of Outboard Marine Co., Waukegan, Ill., tied in its Sea Horse outboard motor product with sponsorship of yesterday's (Oct. 4) NBC-TV special, "The Greatest Show on Water." Half-hour program preceding network's World Series coverage featured top U.S. water-skiers at Cypress Gardens, Fla. Bud Collyer was host. Agency: J. Walter Thompson Co., N.Y.

• Also in advertising

Opens office • Kenneth Klein, formerly director of advertising and promotion for Metropolitan Broadcasting Corp., N.Y., announces opening of his New York firm, Ken Klein, located at 145 E. 57 St., starting today (Oct. 5). Telephone: Plaza 5-7811. The firm will specialize in the creation and production of advertising sales promotion material.

Compton move • Compton Adv. Inc. has moved its Chicago office from 141 W. Jackson Blvd., to 200 S. Michigan Ave. Telephone: Harrison 7-9822.

Sweeping Dodge • Dodge dealers of Baltimore depleted their stock of 1959 automobiles by ⅓ in the first 10 days of a concerted "Clean Sweep" campaign of which broadcasting was allocated 60% of the advertising budget. The city's three tv outlets showed the dealers' animated commercials, local cutins were used in the Lawrence Welk show and, on WBAL-TV, a nightly sports show promoted the Clean Sweep promotion. The dealers are sponsoring WBAL-TV's coverage of the Baltimore Colts football games. On radio, the Dodge dealers bought saturation spot schedules on most of Baltimore's stations as well as continuing their "Go Get a Dodge" advertising theme started earlier this year.

Agency for Dodge dealers: Brahms-Gerber Adv. Inc., Baltimore.

Forney expands • John W. Forney Inc., Minneapolis advertising agency, has purchased the branch office of Bruce B. Brewer & Co. that city. The purchase of the Kansas City concern's branch will nearly double the size of billings which are estimated to be in the $4 million category. According to John W. Forney, president, the purchase will bring total agency strength to 44 persons. The Brewer office opened in 1948 as a branch of the Kansas City operation. Loy M. Booton, formerly managing partner with Brewer, was named vice-president of John W. Forney Inc. William Bryngelson, formerly a Brewer partner, also remains as copy director.

Sharp move • Jack T. Sharp Adv. Inc., has moved from 2036 E. 22nd St., Cleveland, Ohio, to 3101 Euclid Ave., Cleveland 15. Telephone: Utah 1-8000.

Rochester merger • Hutchins Adv. Co. and Hanford & Green Inc. of Rochester, N.Y., have consolidated. The latter, becoming a division of Hutchins, continues to operate at 11 James St. Hutchins, at 42 East Ave., has a Toronto branch. Hanford & Green bill about $900,000 a year. The combined billings reportedly now will total $4 million annually.

Agency appointments

• Phoenix of Hartford Insurance Companies, Hartford, appoints Kenyon & Eckhardt as its agency in the "first step in the creation of a long-range advertising and marketing plan." K&E's Boston office will handle the account.

• Scott Mitchell House Inc. (mail order merchandise for home owners, hobbyists and industry), N.Y., appoints Wunderman, Ricotta & Kline Inc., N.Y., the account, a radio advertiser, formerly was with William Von Zehle & Co., N.Y.

• Flexees Inc. (swim suits and foundation garments), N.Y., said to be planning an advertising budget of more than $600,000 next year appoints Doner & Peck, N.Y., as its agency. Former agency: Borough Adv., Brooklyn.

• Guild Wine Co., Lodi, Calif., appoints Compton Adv., San Francisco, as agency, replacing Dancer-Fitzgerald-Sample, San Francisco, which had held the account since 1950. Account has been active largely in the printed media, but size of budget and media plans have not been determined.

• *American Heritage* magazine to Joe Gans & Co., N.Y., for national radio-tv advertising. The magazine's first broadcast campaign was launched last week in 25 markets using good-music stations, both am and fm. Duration of the schedules will depend on response to the subscription appeal.

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER LONG ISLAND MARKET (Nassau-Suffolk)

—LOCKS UP—

MORE HARDWARE & BUILDING SALES THAN IS NAILED DOWN IN SAN FRANCISCO, ST. PAUL, SAN ANTONIO, AND ST. LOUIS

PUT TOGETHER!

LUMBER-BLDG.-HDWARE. STORE SALES

$205,607,000

(Sales Mgt.)

WHLI

. . . Dominates the Major Long Island Market
. . . Delivers MORE Audience than any other Network or Independent Station!
(Pulse)

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of long island

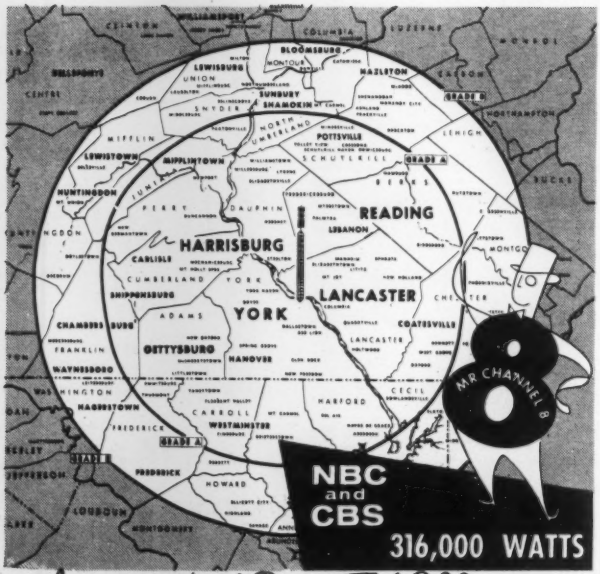
Represented by Gill-Perna

NBC and CBS

CHANNEL 8

WGAL·TV

LANCASTER, PA.



America's 10th TV Market

First and foremost with advertisers, with viewers—in America's 10th TV Market. The WGAL-TV audience is greater in this rich coverage area than the combined audience of all other stations—ARB and Nielsen.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

RADIO-TV: $3 BILLION BY 1963

Doherty sees important growth for half-decade

Broadcast advertising is moving toward the $3 billion mark and should reach it by 1963.

Richard P. Doherty, president of Tv-Radio Management Corp., Washington, said the half-decade growth of radio should carry the broadcast media from nearly $2 billion in 1958 to more than $2.9 billion.

In an interview with BROADCASTING, he said radio and television should share both dollar growth and a steadily increasing share of the total advertising expenditure.

Assuming gross national product (GNP) continues to expand, Mr. Doherty said the 1963 media picture should look like this (total advertising expenditures):

	1963 Estimated Volume (Million $)	% Share
Total advertising	$13,000	100 %
Radio	850	6.5
Tv	2,210	17.0
Newspaper	3,640	28.0
Other	6,300	48.5

	*1958 Actual Volume (Million $)	% Share
Total advertising	$10,300	100 %
Radio	616	6.0
Tv	1,360	13.2
Newspaper	3,120	31.0
Other	5,204	49.8

*Media expenditures for 1958 and prior years from McCann-Erickson—Printers' Ink data

This prediction is based on these probabilities:

- Radio (total) will hold its own in share of all advertising—between 6% and 7% of total advertising expenditures.
- Radio will improve its relative local position, increasing its share of all local advertising from 9.42% to 10.5%.
- Tv will continue to get larger share of local advertising dollars.
- Tv will continue to expand its percentage share of the nation's advertising outlay.
- Newspapers will continue to receive more advertising dollars but will get a smaller share of media expenditures, both nationally and locally.

Why will local radio increase its share of the all-media dollar?

"Since 1954," Mr. Doherty said, "local radio has shown a persistent though slight upward trend in its percentage share of all local media dollars, rising from 8.6% in 1954 to 9.4% last year.

"The number of radio stations will undoubtedly increase in the next half-decade. Basic experience indicates that in most markets the addition of stations takes away business from existing station but also develops additional new sources of revenue.

"In the last five years, radio generally has been doing a more effective local sales job. Local radio competition has become more intense, leading to improved methods of selling.

"Radio has made more extensive inroads into the food chain and supermarket field, a highly important segment of total 'local' advertising that once went almost exclusively to newspapers.

"Stations have learned to provide packages that are increasingly appealing to food, supermarket and other local retail advertisers. They fit their rate cards and schedules to the retailers' needs—one or two-day saturation campaigns, for example that follow the business patterns of retailers. Attractive nighttime and weekend deals have been helpful.

"Livelier local competition by stations has helped build local audiences, especially in larger markets.

"Better and wider use has been made of the excellent sales tools provided by Radio Advertising Bureau."

At the same time, Mr. Doherty said, radio hasn't attained a growth in revenues equal to the 24% deflation in dollar value since 1948. He recalled that radio advertising totaled $516 million in 1948 when it represented about 11% of the total advertising dollar. Despite a 50% increase in the number of stations, however, radio now has only 6% of the advertising dollar nor has total radio volume risen as much as the nation's 69% expansion in GNP.

Tv on the other hand, which accounted for less than 1% of the advertising dollar in 1948, accounted for 13.3% in 1958, according to Mr. Doherty. This 1958 tv revenue figure was 7½ times that in 1950 when tv was becoming established.

Within the radio industry, he said, shifts have occurred in sponsor allocations between networks and stations. "As of 1949," he explained, "35% of the nation's total radio advertising was placed through the networks. By 1958 network placements accounted for 9.4% of the radio budget and the remaining 90.6% was derived from local, regional and national spot advertisers.

"Certain radio markets, especially the larger ones, have experienced substantial revenue increases. Likewise certain individual stations have run far

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Sept. 23-29 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Sept. 23	Ike/Steel Hour (10 p.m.)	CBS-TV	20.8
Thur., Sept. 24	Groucho Marx (10 p.m.)	NBC-TV	19.1
Fri., Sept. 25	Lucille Ball-Desi Arnaz (9 p.m.)	CBS-TV	21.3
Sat., Sept. 26	Gunsmoke (10 p.m.)	CBS-TV	27.8
Sun., Sept. 27	Loretta Young (10 p.m.)	NBC-TV	25.3
Mon., Sept. 28	Steve Allen (10 p.m.)	NBC-TV	26.6
Tue., Sept. 29	Bing Crosby (9:30 p.m.)	ABC-TV	26.8

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NIELSEN

REPORT ON VIEWING BY DAY & DAY PARTS

Saturday night no longer is the loneliest night in the week according to A. C. Nielsen Co. figures which show that the average tv home spends 3 hours and 46 minutes before the set after 6 p.m. on that day. Also, this represents the heaviest viewing in the week.

The breakdown by day parts is in a special analysis of the radio-tv audience in the 1959 YEARBOOK issue of BROADCASTING, now being mailed. The study includes the trend of radio and television ownership in the last 11 years; audience program tastes; analyses of audience composition, and other related data.

The Nielsen Television Index breakdown of viewing per home per day:

	Monday-Friday	Saturday	Sunday	Full Week
Night (6 p.m.-6 a.m.)	3 hrs. 25 min.	3 hrs. 46 min.	3 hrs. 26 min.	3 hrs. 27 min.
Afternoon (noon-6 p.m.)	1 hr. 26 min.	1 hr. 23 min.	1 hr. 27 min.	1 hr. 25 min.
Morning (6 a.m.-noon)	40 min.	47 min.	16 min.	37 min.
Total hours per day	5 hrs. 31 min.	5 hrs. 56 min.	5 hrs. 9 min.	5 hrs. 29 min.

VIEWING PER HOME PER DAY. The time the average tv home spends watching television each day is depicted in the table above, which not only shows the daily average over the full week but also breaks down the daily average by day part and days of the week. Data is NTI March-April 1959.

VIRGINIA
Richmond
Petersburg
Lynchburg
Staunton
Waynesboro
Charlottesville
Harrisonburg
Fredericksburg
Alexandria
Manassas
Warrenton
Culpeper
Winchester
Front Royal
Leesburg
Ashburn
Sterling
Reston
Fairfax
Arlington
Washington
Alexandria
Hopewell
Colonial Hts.
Ettrick
Chesterfield
Midlothian
Clover Hill
Bermuda Hundred
Chester
Dinwiddie
Prince George
Surry
Sussex
Waverly
Emporia
Blackstone
Victoria
Kenbridge
Lunenburg
Charlotte C.H.
Halifax
Danville
Martinsville
Pittsylvania
Campbell
Appomattox
Amherst
Buena Vista
Lexington
Rockbridge
Augusta
Bath
Highland
Pendleton
Hardy
Garrett
Allegany
Cumberland
Keyser
Oakland
Deer Park
Lonaconing
Flint Stone
Morgan
Mineral
Fulton
Bedford
Somerset
Fayette
Connellsville
Uniontown
Mt. Pleasant
Greensburg
Latrobe
Ligonier
Rockwood
Meyersdale
Confluence
Ursina
Somerfield
Berlin
Boswell
Harrisburg
Carlisle
Mechanicsburg
Lemoyne
Camp Hill
Mt. Holly Springs
Boiling Springs
Landisburg
Loysville
Blain
Duncannon
Newport
Mifflintown
Lewistown
Belleville
Reedsville
Yeagertown
Burnham
Mifflin
Port Royal
Thompsontown
Millerstown
Perry
Juniata
Snyder
Union
Northumberland
Sunbury
Selinsgrove
Shamokin
Mount Carmel
Danville
Bloomsburg
Berwick
Hazleton
Wilkes-Barre
Scranton
Carbondale
Honesdale
Stroudsburg
Easton
Bethlehem
Allentown
Reading
Pottsville
Tamaqua
Lansford
Jim Thorpe
Lehighton
Palmerton
Slatington
Coplay
Kutztown
Hamburg
Boyertown
Pottstown
Phoenixville
Norristown
Conshohocken
Bridgeport
King of Prussia
Valley Forge
Wayne
Radnor
Haverford
Upper Darby
Media
Chester
Marcus Hook
Trainer
Aston
Concordville
Glen Mills
Kennett Square
Oxford
Parkesburg
Coatesville
Downingtown
Exton
West Chester
Malvern
Paoli
Berwyn
Devon
Wayne
Strafford
Villanova
Ardmore
Bryn Mawr
Narberth
Wynnewood
Lansdowne
Yeadon
Darby
Sharon Hill
Folcroft
Glenolden
Norwood
Prospect Park
Ridley Park
Ridley Creek
Swarthmore
Rutledge
Morton
Springfield
Upper Darby

Reading
MONTGOMERY
MERCER
Trenton
MIDDLESEX
MONMOUTH
CHESTER
Norristown
Philadelphia
BURLINGTON
OCEAN
Camden
NEW JERSEY
DELAWARE
Wilmington
GLOUCESTER
CAMDEN
CECIL
NEW CASTLE
SALEM
ATLANTIC
CUMBERLAND
CAPE MAY
KENT
SUSSEX
Dover
Smyrna
Milford
Lewes
Rehoboth
Georgetown
Seaford
Laurel
Delmar
Gumboro
WICOMICO
Salisbury
Berlin
Ocean City
WORCESTER
Snow Hill
Pocomoke
Princess Anne
Crisfield
Chincoteague
Island
Tangier
Atlantic City
Ventnor
Margate
Ocean City
Wildwood
Cape May
Sea Isle City
Woodbine
Millville
Vineland
Bridgeton
Egg Harbor
Pleasantville
Absecon
Mays Landing
Hammonton
Tuckerton
Beach Haven
Seaside
Toms River
Lakewood
Long Branch
Asbury Park
Red Bank
Freehold
Matawan
Keyport
Middletown
Townsend
Centreville
Church Creek
Federalsburg
Easton
Chesapeake City
Elkton
Newark
Wilmington
Claymont
Marcus Hook
Chester
Media
Swarthmore
Paoli
Valley Forge
Pottstown
Reading
Lancaster
Honey Brook
Downingtown
West Chester
Coatesville
Parkesburg
Oxford
Kennett Square
Avondale
Embreeville
Quarryville
Salisbury
Adamstown
Boyertown
Pennsburg
Hatfield
Souderton
Doylestown
Lansdale
Newtown
Yardley
Princeton
Trenton
Bristol
Levittown
Riverside
Palmyra
Mt. Holly
Moorestown
Maple Shade
Medford
Browns Mills
Whiting
Ocean Gate
Bayville
Seaside
Forked River
Waretown
Barnegat
Manahawkin
Chatsworth
Asco
Waterford
Winslow
Hammonton
New Gretna
Richland
Mays Landing
Absecon
Pleasantville
Atlantic City
Ventnor
Margate
Ocean City
Cape May
Sea Isle City
Woodbine
Cape May C.H.
Port Norris
Cedarville
Newport
Bridgeton
Millville
Vineland
Egg Harbor
Richland
Mays Landing
Absecon
Pleasantville
Hammonton
Tuckerton
Beach Haven
Seaside
Toms River
Whiting

KIVA

serves all of the rich Imperial and Yuma Valley Market **from within...** evidenced by **91.7% share** in the latest ARB Report.

Newly completed Studios and facilities in El Centro, California provide local, live originations in this important center of the

Market with the MOST

KIVA
TELEVISION
channel eleven
IMPERIAL AND YUMA VALLEYS

NBC, CBS, ABC NETWORKS
VALLEY TELECASTING CO., INC.
HARRY C. BUTCHER, PRESIDENT
ROGER VAN DUZER, EXEC. V.P. AND GEN. MGR.
YUMA, ARIZONA • EL CENTRO, CALIFORNIA
Represented by Hollingbery

The OK Group · WBOK · WLOK · W
GOK · WXOK · KAOK · KYOK · W
K · WBOK · WLOK · WGOK · WXC
YOK · KAOK ···

Who Knows Most About 37,000 Negroes In Lake Charles? We Do At

KAOK!

Cash in on this $61,000,000 Negro market potential.
We Can Show You How!
Write or Call our Rep.
Bernard Howard
New York

the OK Group
505 BARONNE ST NEW ORLEANS LA

The OK Group · WGOK · WLOK · W
KAOK · KYOK · WLOK · WBOK · W
The OK Group · WGOK · WLOK · W
WYOK · KYOK · KAOK · WBOK · W

ahead of their respective markets as well as the radio industry and the overall advertising outlay.

"Tv's growth has been industrywide —by all markets and all stations except uhf in intermixed markets— whereas radio's growth has been selective by individual markets and stations.

"Because of the growth of all media advertising, any given advertising medium should have experienced a 115% expansion in dollar revenues to hold its own percentage share of the enlarged advertising expenditure." Here is how advertising shifted in the decade (share of nation's total advertising):

	1949	1958
Radio	11.0%	6.0%
Tv	1.0%	13.2%
Newspapers	36.8%	31.0%
Magazines	9.5%	7.4%
Direct Mail	14.5%	15.4%
Business Papers	4.8%	5.2%
Outdoor	2.5%	1.9%
Miscellaneous	19.8%	19.9%

"During the 1949-58 period, tv's expansion as a percentage of total national advertising has been approximately equal to the combined loss of radio, newspapers and magazines, which had a combined drop of 13.1% in their aggregate percentage share of advertising expenditures in the decade.

"If newspapers, radio and magazines had maintained their 1948 percentage share of all media advertising, these three media would have received the following 1958 revenues as against their actual results:

Media	1958 Advertising If On Same Basis as 1948	Actual 1958 Advertising Revenue	Difference
Radio	$1,080,776,000	$ 616,000,000	$464,776,000
Newspapers	$3,670,560,000	$3,120,000,000	$550,560,000
Magazines	$1,070,580,000	$ 770,000,000	$300,580,000

"It is significant that the difference between 'what would have been' under a 1948 status quo and what actually was the 1958 advertising revenue of the radio, newspaper and magazine industries amounted to $1,315,000,000, practically the 1958 tv revenue.

"It may be contended that tv itself has been responsible for a substantial expansion in advertising outlays. Whether total advertising would have risen to $10.3 billion in 1958 if there had been no tv cannot be proved. The fact remains that in 1958 total advertising equaled 2.3% of GNP and was 2.2%-2.3% of GNP in the pre-World War II period of 1935-39."

In analyzing local advertising Mr. Doherty said radio and newspapers "are generally conceded to be the dominantly effective local advertising media." He added, "This fact is fully correct when viewed in total local advertising dollars spent. In 1958 newspapers absorbed 60.45% of all local advertising outlays. Radio, second largest local medium, received 9.42% of local advertising.

"Examining trends over the last decade, newspapers and radio are found to have lost relative ground in the local field. In 1948 newspapers were favored with 64% of the $2,087,000,000 spent by the nation's local business firms. In 1958 newspapers acquired nearly $1 billion more local advertising dollars, but this 1958 local revenue of $2,375,-

TV PREVIEW

Dutch Master & friend • Comic Ernie Kovacs listens in rapt attention to a string quartet . . . faces a firing squad . . . visits a Napoleon wax museum . . . looks on breathlessly as Mona Lisa comes to life. And his "co-star" in these interludes is a Dutch Master Cigar.

Mr. Kovacs is a "silent" salesman in taped commercials on a panel show, *Take a Good Look*, starring the zany comedian, on ABC-TV, beginning Oct. 22.

An inveterate cigar-smoker himself, Mr. Kovacs suggested to the advertising agency, Erwin Wasey, Ruthrauff & Ryan, New York, that he star in the middle commercial. Known as "super-imaginative," Mr. Kovacs recommended that the commercial rely upon off-the-beaten-track locales and situations and also exploit his skill as a pantomimist.

Mr. Kovacs, cigar in hand and ear

cocked (above), listens to a string quartet, evinces various reactions and moods, and finally realizes he is the only person in the audience who is smoking. Registering dismay and embarrassment, he finally looks up to the string quartet and notices that each member is smoking a cigar. There are no spoken words but a written tag-line at the end proclaims: "Step up to finer smoking pleasure with Dutch Masters."

The Confidence Factor in radio

New Pulse studies show McClatchy stations KMJ and KFBK lead in acceptance

New Pulse qualitative studies in Sacramento and Fresno, California show the McClatchy stations, KFBK and KMJ, substantially ahead in public confidence and acceptance.

Briefly, respondents were asked which radio station:

1. gave most complete and accurate news
2. gave the greatest feeling of confidence in advertised products
3. gave the best programming variety

In each case, KFBK and KMJ ran substantially ahead of competition. In fact, in every instance, they topped the next two stations combined in listener favor.

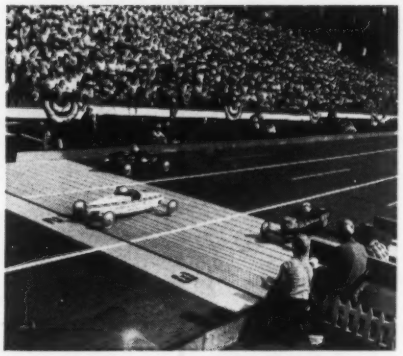
Get what you want in your radio buy — listener confidence, ratings, coverage and economy — from KFBK and KMJ. Any Raymer man can give you details.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Thanks from the champs all over the world!

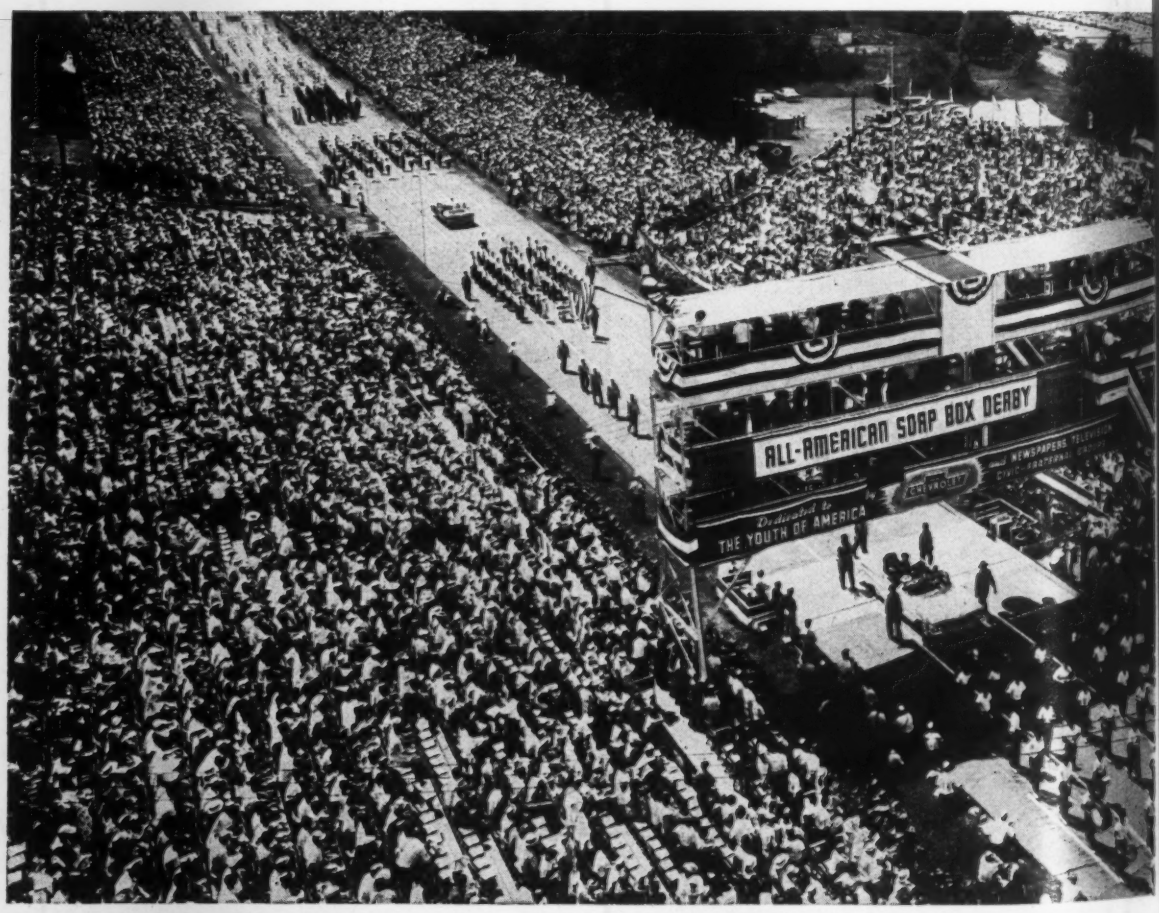


Over 50,000 boys join Chevrolet in saying "Thanks a million" to Soap Box Derby sponsors around the world. We know that without your efforts the Derby could never have reached such heights of popularity and success. So we'd like to cordially invite you to work with us again next year on "the greatest amateur racing event in the world." . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Jimmy Dean, popular TV singer, wins the Can trophy. W. G. Power, Chevrolet adver ing manager, makes the presentation as A Carney and Wendell Corey look on.

Mr. K. E. Staley, Chevrolet general sales ma ager, presents the $5,000 College Scholarsh award to the 22nd All-American winne Barney Townsend, at the Banquet of Cha pions, attended by over 1,700 guests.

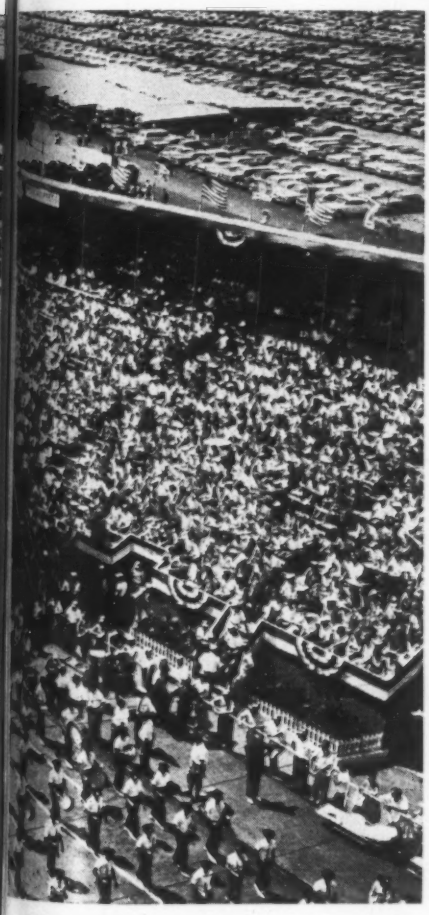
The highlight of Derby weekend is reache when final heat winner, Barney Townsend Anderson, Indiana, crosses the finish line t become the 22nd All-American Champion



Once again records were shattered as over 75,000 spectators witnessed the colorful Parade of Champions preceding the 1959 All-American at Derby Downs, Akron, Ohio. The parade included over 2,500 people, including the United States Air Force Drum and Bugle Corps from Washington, D.C., and 16 other bands.

Derby Champions from Venezuela, the Philippine Islands and West Germany display their racers at Derby Downs, site of the "Greatest Amateur Racing Event in the World."

Mr. E. N. Cole, vice president of General Motors and general manager of Chevrolet, presents the winner's trophy to Barney Townsend of Anderson, Indiana, while Vice President Richard M. Nixon and the Townsend family congratulate the champ.



170 boys representing these 170 newspapers, radio & TV stations, civic and fraternal groups raced in the 1959 All-American

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albuquerque (N.M.) Tribune
Alton (Ill.) Jr. Chamber of Commerce
Amarillo (Texas) Jr. Chamber of Commerce
Ambridge (Pa.) B.P.O.E. 983 and The Daily Citizen
Amsterdam (N.Y.) Elks Club and Rotary Club
Anchorage (Alaska) Daily News
Anderson (Ind.) Herald
Anniston (Alabama) Jr. Chamber of Com., Park Board and WHMA Radio
Asheville (N.C.) Jr. Chamber of Commerce
Ashland (Ohio) Jr. Chamber of Commerce
Ashtabula (Ohio) Jr. Chamber of Commerce
Austin (Texas) American-Statesman
Babylon (N.Y.) Leader
Bangor (Maine) Daily News
Basking Ridge (N.J.) The Bernardsville News
Beloit (Wis.) Daily News
Big Spring (Texas) Herald
Birmingham (Alabama) News
Bluefield (W. Va.) Civitan Club and Jr. Chamber of Commerce
Bowling Green (Ky.) Jr. Chamber of Commerce
Bradford (Pa.) Journal
Butler (Pa.) Eagle and Optimist Club
Canton (Ohio) Jr. Chamber of Commerce
Charleston (W. Va.) Optimist Club and Gazette
Charlotte (N.C.) WSOC Broadcast. Co. and Jr. Chamber of Commerce
Cheyenne (Wyo.) Jr. Chamber of Commerce
Chico (Cal.) Golden Empire Broadcast. Co.
Cicero (Ill.) Life Newspaper
Clarksburg (W. Va.) Jr. Chamber of Commerce
Cleveland (Ohio) News
Columbia (Mo.) Missourian and Optimist Clubs
Conshohocken (Pa.) American Legion, Jos. Wagner Post 772
Coshocton (Ohio) Jr. Chamber of Commerce
Crawfordsville (Ind.) Jr. Chamber of Com.
Dallas (Texas) Optimist Clubs
Davenport (Iowa) Newspapers, Inc.
Dayton (Ohio) Jr. Chamber of Commerce
Daytona Beach (Fla.) Kiwanis Club of Halifax Area
Detroit (Mich.) News
Dover (N. H.) Lions Club, Inc.
Duluth (Minn.) Herald & News Tribune
Elgin (Ill.) Exchange Club
Elkhart (Ind.) Jr. Chamber of Commerce
Ellwood City (Pa.) Ledger
Elmhurst (Ill.) DuPage Jaycees Inter-Club Committee
Endicott (N. Y.) Daily Bulletin and WENE
Eugene (Ore.) KORE and Lane Broadcast. Co.
Evansville (Ind.) Jr. Chamber of Commerce
Fayetteville (N. C.) Observer and Jr. Chamber of Commerce
Flint (Mich.) Journal
Ft. Dodge (Iowa) Jr. Chamber of Commerce
Ft. Lauderdale (Fla.) Optimist Clubs of Broward County
Ft. Worth (Texas) Star-Telegram
Fredericksburg (Va.) Free Lance-Star
Fulton (N. Y.) B.P.O.E. Lodge No. 830
Gary (Ind.) Post-Tribune
Grand Junction (Colo.) The Daily Sentinel
Greensboro (N. C.) Jr. Chamber of Commerce
Hamilton (Ohio) Jr. Chamber of Commerce
Hancock (Mich.) Fraternal Order of Eagles, Hancock Aerie No. 382
Hartford (Conn.) Times
Hudson (N. Y.) Jr. Chamber of Commerce
Huntington (W. Va.) Jr. Chamber of Commerce
Indiana (Pa.) Evening Gazette and Jr. Chamber of Commerce
Indianapolis (Ind.) Star
Jacksonville (Fla.) Jr. Chamber of Commerce
Jacksonville (Ill.) Journal Courier Co.
Johnstown (Pa.) Jr. Chamber of Commerce
Kalamazoo (Mich.) WKZO-AM-TV and Optimist Club
Kansas City (Mo.) Ararat Temple
Knoxville (Tenn.) Jr. Chamber of Commerce
Kokomo (Ind.) Foremen's Club and Tribune
Lancaster (Ohio) Eagle-Gazette Co.
Las Vegas (Nev.) Police Athletic League
Lawrenceburg (Ind.) Dearborn County Newspapers
Levittown (N. Y.) Tribune
Levittown (Pa.) Bristol Courier and Levittown Times
Long Beach (Cal.) Press Telegram and KWIZ
Los Angeles (Cal.) Examiner and Times
Lubbock (Texas) Avalanche-Journal
Lynchburg (Va.) Jr. Chamber of Commerce
Magnolia (Ark.) Jr. Chamber of Commerce
Mankato (Minn.) Jr. Chamber of Commerce
Mansfield (Ohio) News-Journal
McKeesport (Pa.) Daily News Publishing Co.
Memphis (Tenn.) Jr. Chamber of Commerce
Michigan City (Ind.) Jr. Chamber of Commerce
Middletown (Ohio) Optimist Club, Inc.
Midland (Texas) Jr. Chamber of Commerce
Minneapolis (Minn.) Jr. Chamber of Commerce
Mission City (B. C.) Fraser Valley Record Ltd. and Vancouver Daily Province
Moses Lake (Wash.) KBAS-TV, Cascade Broadcast. Co.
Mt. Vernon (N. Y.) Fire Department
Muncie (Ind.) Star
Natchez (Miss.) Times and Y's Men
New Albany (Ind.) Tribune
New Orleans (La.) Recreation Dept. and States-Item
New Philadelphia (Ohio) Jr. Chamber of Commerce
Newport News (Va.) Hampton Roads Jr. Chamber of Commerce
Norfolk (Neb.) Optimist Club
Norfolk (Va.) The Virginian-Pilot
Omaha (Neb.) Optimist Club
Orange (Va.) County Jr. Chamber of Commerce
Ottumwa (Iowa) Daily Courier
Owensboro (Ky.) Messenger & Inquirer
Parkersburg (W. Va.) Jr. Chamber of Commerce
Pasadena (Cal.) Star News and Van Nuys Valley Times
Peoria (Ill.) W. Cen. Broadcast. Co. & WEEK Radio & TV
Petersburg (Va.) The Progress-Index
Phoenix (Ariz.) KOOL Radio-TV, Inc.
Portland (Ore.) Greater Portland Soap Box Derby, Inc.
Poughkeepsie (N. Y.) Jr. Chamber of Commerce
Provo (Utah) The Daily Herald
Ravenna-Kent (Ohio) The Record-Courier
Richland (Wash.) American Legion Post No. 71
Richmond (Va.) Jr. Chamber of Commerce
Roanoke (Va.) Times & World News
Rochester (N. Y.) Times-Union
Roswell (N. M.) Daily Record
St. Catharines (Ontario) Standard Ltd.
St. Charles (Mo.) Daniel Boone Derby Assn. (Comm. of Moose Lodge)
St. Marys (Pa.) Daily Press Publishing Co.
St. Paul (Minn.) Jr. Chamber of Commerce
Sacramento (Cal.) The 20-30 Club, Sacramento No. 1 & KCRA Radio & TV
Salem (Ore.) Capital Journal
Salisbury (N. C.) Recreation Dept.
San Antonio (Texas) Express Publishing Co.
San Bernardino (Cal.) The Sun Company
San Diego (Cal.) Union
Sandusky (Ohio) Newspapers, Inc.
San Francisco (Cal.) News
Savannah (Ga.) Jr. Chamber of Commerce
Seattle (Wash.) KING Broadcasting Co.
Shamokin (Pa.) News-Dispatch
Sheboygan (Wis.) Press Publishing Co.
Sidney (Ohio) Printing & Publishing Co. and Jr. Chamber of Commerce
Sioux City (Iowa) Jr. Chamber of Commerce
Sioux Falls (S.D.) Argus-Leader
South Bend (Ind.) Jr. Chamber of Commerce
Springfield (Mass.) Jr. Chamber of Commerce
Spring Valley (Ill.) Jr. Chamber of Commerce
Staten Island (N. Y.) Kiwanis Club of North Shore
Stockton (Cal.) American Legion, Karl Ross Post 16
Tacoma (Wash.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) WTVT Television
Torrington (Conn.) WTOR Radio
Torrington (Wyo.) Telegram
Trenton (Mo.) Jr. Chamber of Commerce and KTTN Radio
Tucson (Ariz.) Daily Citizen
Waco (Texas) News Tribune and Times Herald
Warren (Ohio) Tribune Chronicle
Warren (Pa.) Jr. Chamber of Commerce
Warsaw (Ind.) Kosciusko County Shrine Club
Washington (D. C.) WRC-TV & WRC—National Broadcast. Co., Inc.
Watertown (S. D.) Public Opinion
Westbrook (Maine) Jr. Chamber of Commerce
West Des Moines (Iowa) Chamber of Commerce (W. Des Moines, Des Moines & Windsor Heights)
West Palm Beach (Fla.) Firemen's Benevolent Association
Wichita (Kansas) Beacon
Winston-Salem (N. C.) Jr. Chamber of Commerce
Woodstock (Ill.) McHenry County Gazette
Wooster (Ohio) Daily Record
Yakima (Wash.) Cascade Broadcast. Co. and KIMA-TV
York (Pa.) Recreation Commission
Germany, Adam Opel A/G
Philippines, Northern Motors & Goodrich International Rubber Co.
Venezuela, G. M. de Venezuela

CHEVROLET

"NATURALLY, I LISTEN TO KFWB"

"For the satisfaction I get from a perfectly tuned, precision machine that makes a winner, give me sportscar competition.

In the realm of broadcasting, that same precision . . . perfectly tuned . . . comes through to me with KFWB . . . so, naturally, I listen to KFWB. It's a winner!"

The KFWB audience gives you more men, more women, more children . . . **more everybodies** . . . than any other Los Angeles station.

Buy KFWB . . . first in Los Angeles.

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

000,000 amounted to 60.45% of all the local budget. This trend downward from 64% to 60% has been persistent through the decade.

"Local advertising now accounts for more than 60% of the aggregate radio industry's revenue (stations and networks). Local advertising supplied 62% more radio dollars in 1958 than in 1948, taking the nation as a whole, though its share of all local billings fell from 11% to 9.4%.

"Television has steadily moved forward in the local field, its 1% in 1949 rising to 5.9% in 1955 and 6.6% in 1958. The growth of tv as a local medium has been slow but steady. Both radio and newspapers have received an increase in total advertising dollars while a smaller share of total local billings.

"Advertising is one of the nation's strongest growth industries, having more than doubled in the last decade. Continued growth in the national economy will generate more advertising as a basic tool of American business. Both radio and tv have proved they are effective means of selling goods and services. They will continue to improve their competitive position, with tv enjoying the greatest expansion of any medium."

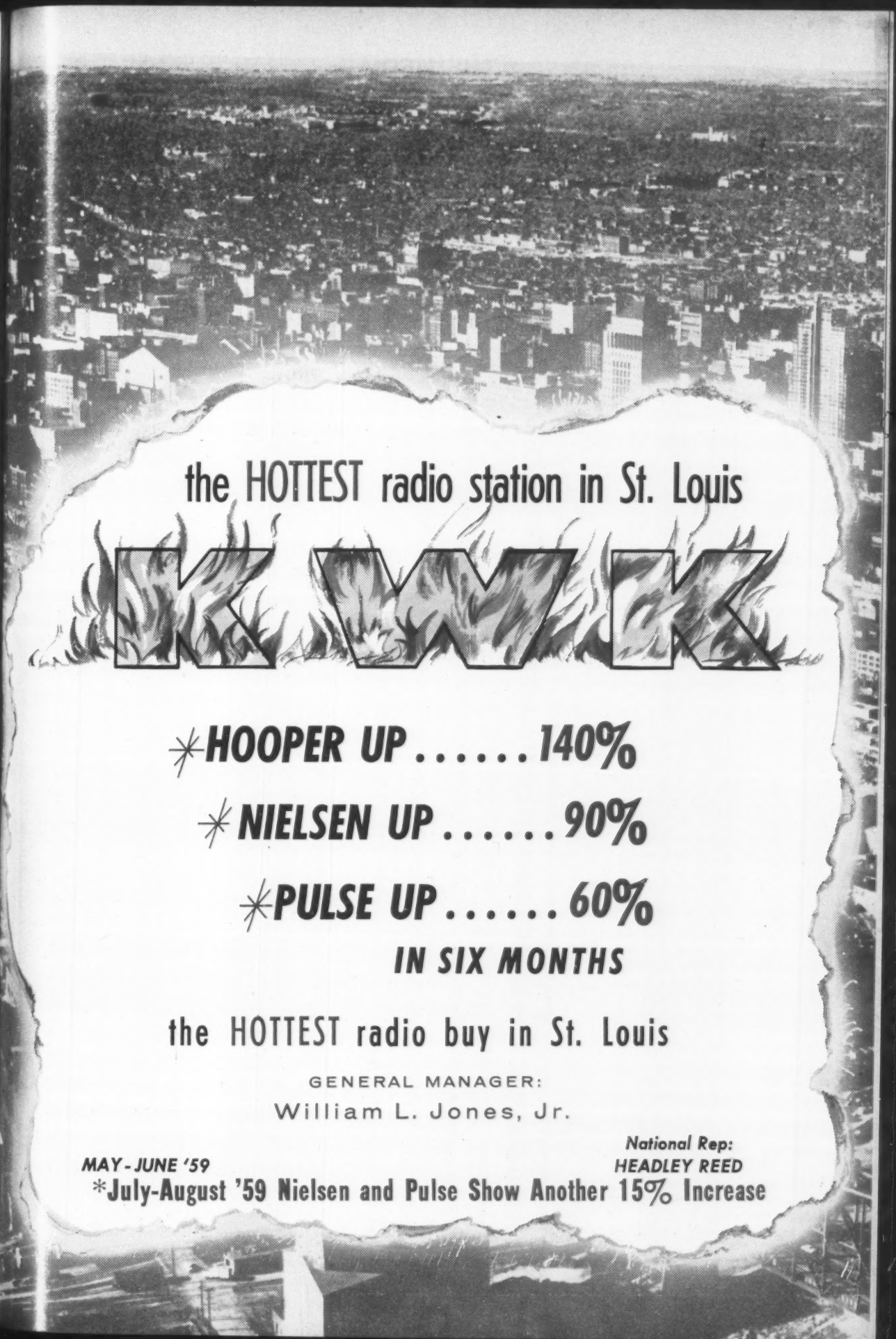
BAR expands daytime tv monitor services

In further expansion, Broadcast Advertisers Reports Inc., New York, announced last week that it will begin to monitor 50 markets during the daytime, starting this month (CLOSED CIRCUIT, Sept. 28).

A BAR official noted that this move, described as the "second large-scale expansion in as many years, will give BAR subscribers their first factual data on daytime spot tv activity in medium-sized markets." The top 25 markets already are on a full-time monitoring basis.

New sign-on to sign-off coverage will be available for 146 stations in the medium-size markets, which BAR now monitors during nighttime hours only. The plan calls for inauguration of sign-on to sign-off service in 12 or 13 markets each calendar quarter until all 50 markets are converted to a full-time basis. When implemented, BAR full coverage will be offered in 75 markets.

Experiencing 'Experience Run, U.S.A.' • Behind the wheel of the new Ford Falcon, driver John Mantz reports on performance at a check-point along "Experience Run, U.S.A." The Falcon campaign, placed through J. Walter Thompson, is in its third week of heavy radio spot-time devoted to road-test reports throughout the country on the car's performance. Spot placements consist of regular Ford schedules on major market stations and 20-24 spots on NBC's *Monitor* on weekends.


the HOTTEST radio station in St. Louis
KWK
*HOOPER UP.....140%
*NIELSEN UP.....90%
*PULSE UP.....60%
IN SIX MONTHS
the HOTTEST radio buy in St. Louis
GENERAL MANAGER:
William L. Jones, Jr.
National Rep:
HEADLEY REED
MAY-JUNE '59
*July-August '59 Nielsen and Pulse Show Another 15% Increase

DIAL 411 AND GET LOU HAUSMAN

An introduction to the Television Information Office chief

A couple of weeks ago, on one of the less noisy fringes of the banquet-night cocktail party at the CBS Radio affiliates' convention, a reporter approached Lou Hausman and offered congratulations.

"For what?" Mr. Hausman wanted to know.

By that time everybody was taking it for granted that Mr. Housman shortly would be chosen head of the new Television Information Office — everybody, that is, except possibly Mr. Hausman (and perhaps a few candidates who still clung to the hope that they might be the ones the lightning would strike). The reporter made bold to say so.

Mr. Hausman had only one comment: "I am not auditioning for the job, and it has not been offered to me."

Well, then, he was asked, what did he think of the TIO program laid down a few weeks earlier by TIO's founding committee—the program the new director would be guided by? The question was not entirely a fishing expedition; it had been widely reported that TIO committeemen had invited him in and discussed the program with him.

"I have not read it," Mr. Hausman replied.

It cannot be said that Mr. Hausman handled the truth loosely in fielding reporters' questions even though he was named TIO director only 24 hours after they were asked. No one denies that he never solicited the TIO job. Unquestionably it had not been formally offered to him at the time he spoke. And in his answer about his familiarity with the TIO program, what seemed a slight emphasis on the word "read" may have saved him later embarrassment.

A Light Tip • There is no question, among those who have had dealings with him in his 19 years with CBS, that Lou Hausman ordinarily is not what might be called "out-going" with newsmen. Paradoxically, perhaps, there are a great many who feel that in his new job this is no small asset. They reason that TIO's success will depend to a great extent on the number of times its named does *not* appear in public. When you set out to conduct a PR campaign, according to this line of thought, you do not keep reminding people that you are doing so.

Mr. Hausman undoubtedly subscribes to this view. But he also feels —as does the TIO committee which unanimously chose him—that TIO's job is much more than a mere publicity undertaking. It is an educational job that works both ways, both to and from the public: in the committee's words, to create "an enduring two-way informational bridge between the industry and those from whom it seeks more understanding." That last means the public.

It is not a selling job in the sense of getting advertisers to buy television time. Mr. Hausman reportedly told the TIO committeemen that, while he is not without experience in making presentations, they should look elsewhere if they wanted a salesman; that his conception of TIO's job, and the best way to get it done, centered around the collection and dissemination of the fullest possible information about television, what it offers to viewers and what it is trying to accomplish.

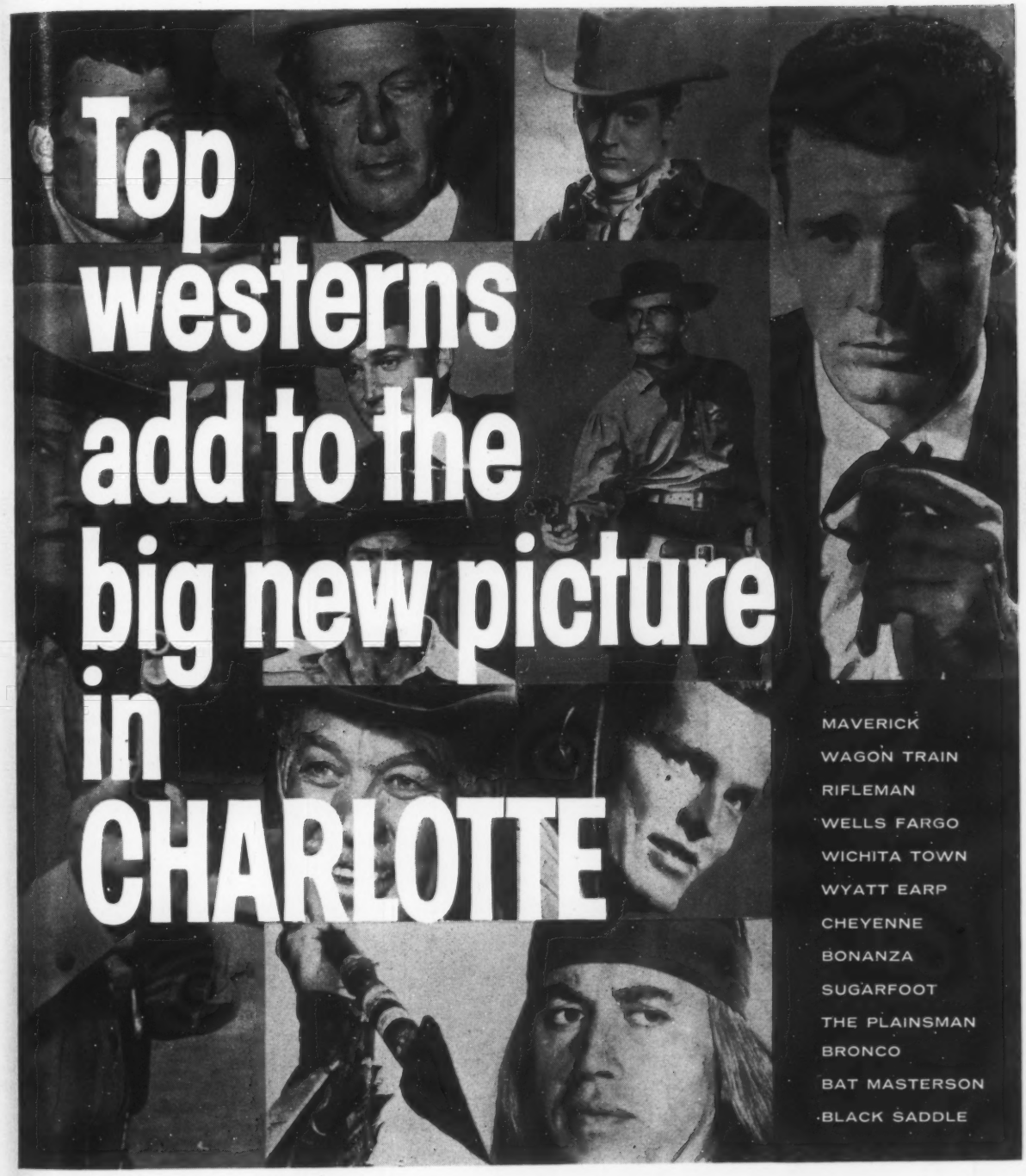
The 52-year-old Mr. Hausman is still on the job as vice president of CBS Radio. He has been TIO director-designate for only 10 days, (BROADCASTING, Sept. 28). Consequently, while he knows generally the directions in which he intends to move, he hasn't had time to polish the details. Chances are he will still be polishing when he moves into the new post on Oct. 12 and for a while thereafter; for his mind, though quick, is also meticulous.

Four or Five, Tops • TIO starts off with a minimum budget of close to $400,000 and is expected to get this up to at least $700,000 long before Mr. Hausman's three-year contract comes up for renewal. But at the outset he expects to operate the office with a nucleus staff of no more than four or five executives, plus secretarial assistants.

He is apt to depend heavily on independent experts for special projects. His record demonstrates that professionally he travels first class: he would rather pay $5,000 a year retainers to each of three experts, just to have them on call, then to pay the same or less for a fulltime man who might do the work of all three but not as well.

As one basic project he wants to get

LOUIS HAUSMAN
On Oct. 12 he becomes custodian of television's image



Sure as shootin', things have happened in Charlotte. Here you see one more phase of the formula that is changing audience patterns in America's 25th largest television homes market. The best of NBC, ABC—plus MGM, Warner, Paramount, others! WSOC-TV program strength is unmatched in the Carolinas. Make a better buy. Buy WSOC-TV..... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

YOU KCAN'T KCOVER TEXAS without KCEN-TV

BIG SPREAD!
our 85 mi. "B" coverage—big even for Texas—gives you 20 more coverage miles in Central Texas than our nearest rival!

NBC CHANNEL 6 KCEN-TV TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

an information center started—a sort of library "where people can go to find out what the industry has said about itself, what it has done, what it is doing and what it is trying to do."

This is in line with the committee's concept, as are also his ideas for special research projects, relations with thought-leader segments of the television audience, and the creation of materials for use by stations in promoting better community relations on the local level. The committee's description of TIO objectives was published in full in BROADCASTING Sept. 7.

Titles not Everything • As for the man who will run these projects, insiders see in Mr. Hausman's background many qualifications that are not discernible in any of the many titles he has held. Not one to let a title inhibit his scope of operations, he has been a sort of brain-truster and troubleshooter in areas ranging from public relations to manufacturing. It's a characteristic that CBS apparently found useful.

Most recently, although his assignment is in radio, associates disclose that he has been doubling in a special assignment on the team developing CBS' own television PR campaign—the one that President Frank Stanton held up to tv affiliates at their convention last spring, and which will proceed concurrently with the industry-wide effort.

"He is one whale of a good man and he's done a great job for us," said a top CBS corporate executive who has worked closely with Mr. Hausman.

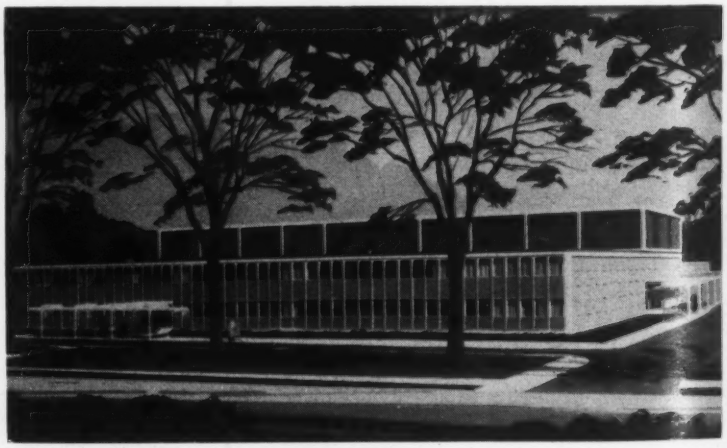
There is widespread support for the view that Mr. Hausman can get things done. Clair R. McCollough of the Steinman stations, chairman of the TIO committee, put it this way:

"He's creative, yet he's got his feet on the ground. He has the support of important industry people. He's no flag-waver—but he'll get the job done."

Look Boss, No Desk • It is no mere idiosyncrasy that Mr. Hausman's office contains no desk. He works at a circular marble-top table four and a half feet in diameter (which he intends to take with him to TIO's now-bare quarters in New York's fashionable new 666 Fifth Ave. Building, sometimes known as "the three six's"). He figures that talking with visitors across a desk makes communication more difficult; and having to leave important work staring at him from a table-top will get it done faster than if there is a desk drawer handy to hide it in. "A table is just a nicer and more efficient way to work," he explains.

Since he joined CBS in 1940 as a report and presentation writer he has served in both corporate and divisional positions of influence. He was advertising and sales promotion vp for CBS before radio and television were divorced in 1951, when he became administrative vp of CBS Radio. Two years later he moved to CBS-Columbia, the manufacturing arm, as vp and second in command. In 1955 he was back in the corporate echelons, and since 1957 has been back with CBS Radio.

In the meantime, however, he has



Deserting downtown • WGN-AM-TV Chicago, is planning to move from downtown Chicago, the first such move of any major Chicago radio-tv stations. A new two-story building on the city's northwest side will house three tv and two radio studios, plus the usual office facilities, scenery workshops, cafeteria and other facilities. Parking space will be available for 300 cars. Cost of the building and land—about $2.25 million. The building will cover 95,000 square feet. The *Chicago Tribune*-owned stations presently occupy 66,000 square feet on six floors of the WGN Building, next door to Tribune Tower on North Michigan Ave.

NO. KIRO RADIO

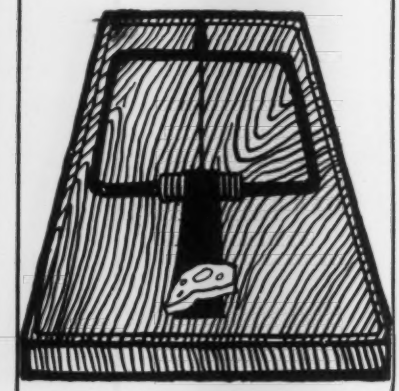
REACHES MORE DIFFERENT HOMES *In the* **WESTERN WASHINGTON MARKET** *than any other* **SEATTLE RADIO STATION...**

*IN AN AVERAGE DAY			*IN AN AVERAGE WEEK (MON.-FRI.)			*IN AN AVERAGE MONTH (20 MON.-FRI. DAYS)		
9 AM TO 12 NOON	12 NOON TO 3 PM	3 TO 6 PM	9 AM TO 12 NOON	12 NOON TO 3 PM	3 TO 6 PM	9 AM TO 12 NOON	12 NOON TO 3 PM	3 TO 6 PM
23,800 DIFFERENT HOMES	25,700 DIFFERENT HOMES	22,800 DIFFERENT HOMES	56.300 DIFFERENT HOMES	61,600 DIFFERENT HOMES	62,700 DIFFERENT HOMES	130,000 DIFFERENT HOMES	139,300 DIFFERENT HOMES	156,500 DIFFERENT HOMES

*NSI, May-June 1959, Seattle

IN THE PACIFIC NORTHWEST

NATIONALLY REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



Even if the world did beat a path to your door, your 'for sale' broadcast property would soon lose value by exposure. Your broker provides a vital service by selective presentations to qualified potential buyers.

Blackburn & Company
incorporated

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

SOUTHERN
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestiew 4-2770

operated in varied problem areas. In addition to the CBS PR assignment, one of his most notable contributions was in pulling together CBS Inc.'s monumental three-day presentation to Washington officials on pay television and the Barrow Report. He is credited with spearheading CBS's running fight against pay tv.

Wartime Juggling • This talent for doing several things at once was demonstrated during World War II. While keeping his CBS job running, he also served as a consultant to the Office of Facts & Figures and its successor Office of War Information (where he was credited with originating the term "fact sheets"). For a year during this period he had a third job, working Sundays as a consultant to the War Dept.

This takes energy, as he readily acknowledges without taking any special credit for it. "It's like being bald—either you are or you aren't [he is]. So you either have energy or you don't. It happens that I do."

What energies are left over from his work are spent on a number of hobbies. He plunges deeply into each, and although in time he may give one up in favor of something else, he comes out with a broad knowledge of his subject. Dog breeding, sailing, riding and jumping horses (until he broke a wrist twice) have caught his fancy at one time or another. He is interested in modern art and painting and has what he calls a modest collection in the Manhattan brownstone where he and his wife reside. Reading is another pastime and travel another; he has been to Europe twice in the past year.

But probably his most enduring hobby is what he calls "satisfying my curiosity about why people do what they do." It's one that would seem to offer great opportunity for pursuit as he spreads the gospel of television among the people whose dialing habits can change the course of the medium.

Kansas etv censor

Movies for tv stations operated by Kansas colleges fall under jurisdiction of the Kansas Motion Picture Censorship Act, the state attorney general has ruled, as reported by the American Civil Liberties Union. The ruling was requested by the Motion Picture Assn. of America. Counsel for the association noted that the opinion did not take into consideration a federal court ruling that Pennsylvania censors cannot pass upon films telecast there because FCC regulation exclude state regulation. At the present time, the only etv grant in Kansas is ch. 8 KSAC-TV (Kansas State College) Manhattan, but it is still under construction with no target date announced.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval:*

• WHKK Akron, Ohio: Sold by Philip R. Herbert to Susquehanna Broadcasting Co. (WSBA York, Pa.) for $600,000. WSBA is owned by Louis J. Appell. WHKK is on 640 kc with 1 kw, limited to KFI Los Angeles, at night. It is affiliated with MBS.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 109).*

• WRLP New Albany, Ind.: Control transferred from Roy L. Hickox and associates to J. William Frentz and Morris and Orville Brown for $156,400. WRLP is 1 kw daytimer on 1570 kc.

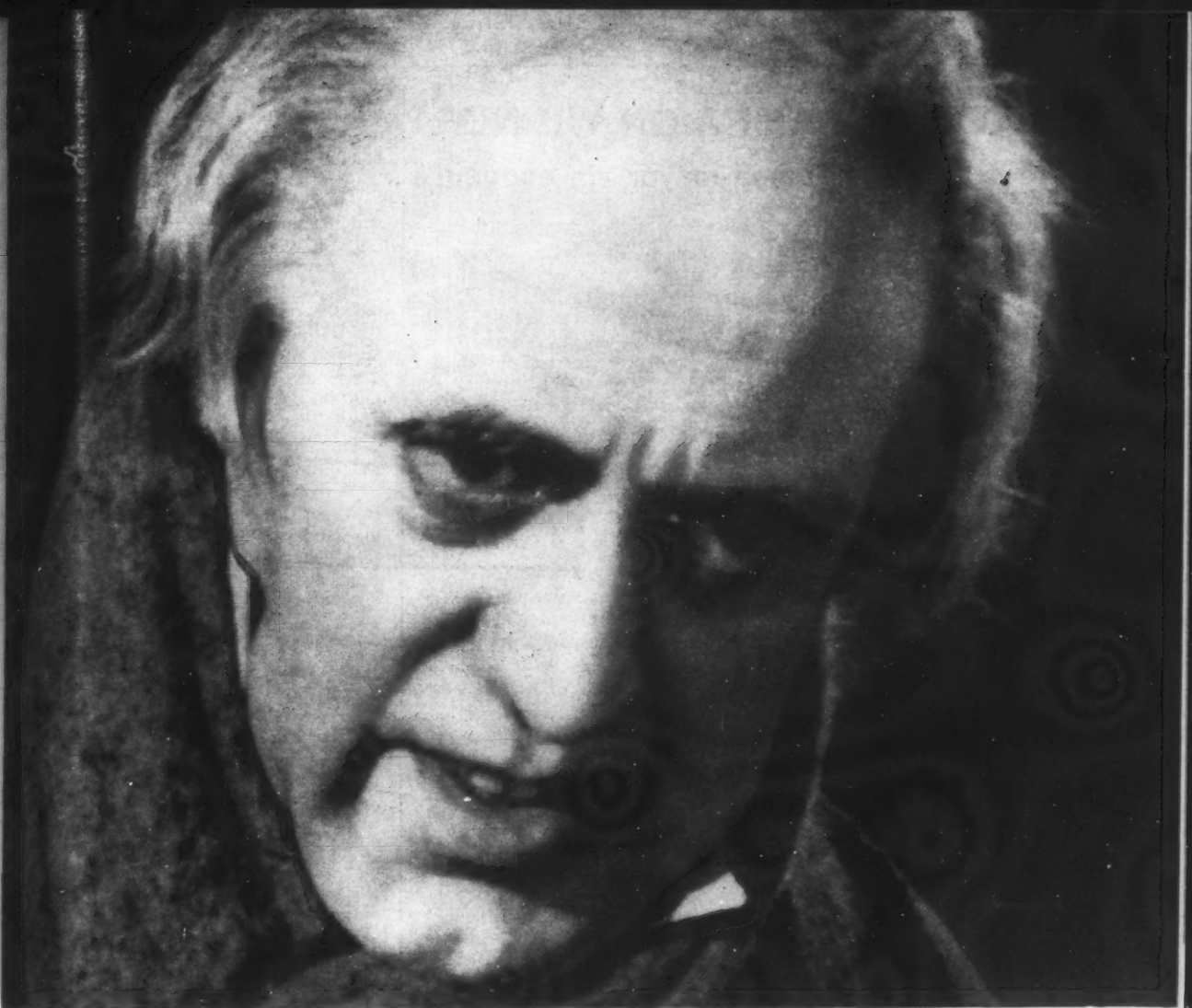
• WONN Lakeland, Fla.: Sold by Theodore P. Noyes Jr. and associates to WONN Inc. for $125,000. WONN Inc. is headed by Duane F. McConnell who is also its principal stockholder. Mr. McConnell has an interest in WBIL Leesburg, Fla. WONN is an ABC affiliate on 1230 kc with 250 w.

• KSPR Casper, Wyo.: Sold by Donald Lewis Hathaway to Rocky Mountain Tele Stations for $149,982. Rocky Mountain is principally owned by Burt L. Harris and owns KTWO-TV Casper and KTWX-TV Sheridan, both Wyoming. Mr. Hathaway, who also operated KSPR-TV, surrendered his tv license and sold his equipment to the local community tv system. KSPR is on 1470 kc with 5 kw day, 1 kw night and is affiliated with CBS.

Paar suit filed

A $750,000 suit for damages was filed last week in New York Supreme Court against NBC-TV's *Jack Paar Show.*

Edward Hilgemeier Jr., the stand-by contestant on CBS-TV's *Dotto* show whose charges of fraud set off last year's investigations of tv quiz shows, last week charged that his reputation has been damaged on the Jack Paar presentation of Sept. 8, 1958. His suit was brought against four parties: Mr. Paar; William Anderson, producer of the Paar show; Billy Pearson, a quiz contestant who won a reported $174,000 in quiz shows, and NBC. Mr. Hilgemeier said in his suit filed Monday (Sept. 28) that defamatory remarks against him were exchanged in a conversation between Mr. Paar and his guest on the night in question, Mr. Pearson.



THE MISER WITH THE MIDAS TOUCH...

There never was a miser like Scrooge ... or a year-after-year money maker like U.A.A.'s **"A CHRISTMAS CAROL"!** Once again Alastair Sim's classic portrayal of Scrooge in Dickens' immortal **"A CHRISTMAS CAROL"** will be the overwhelming favorite of the holiday season ... Once again station after station will be programming U.A.A.'s traditional favorites:

"A CHRISTMAS CAROL", Charles Dickens' beloved Christmas classic, called by many the holiday picture of all time!

"STAR IN THE NIGHT", honored with the Academy Award for best short subject. A modern day version of the age-old tale of the Three Wise Men.

"SILENT NIGHT", produced by Douglas Fairbanks, Jr., delighting audiences for five years. A true classic telling how the beautiful song was born.

"THE EMPEROR'S NIGHTINGALE", a puppet picture without peer, narrated by child-charmer Boris Karloff.

Join the other stations, already picking up additional sponsors! Don't delay—now is the time to order these traditional Yuletide favorites before the prints are in short supply.

Write, wire or phone: **u.a.a.**

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 247 Park Ave., MUrray Hill 7-7800 | CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030 | DALLAS, 1511 Bryan St., RIverside 7-8553 | LOS ANGELES, 400 S. Beverly Dr., CRestview 6-5886

TV: KEY TO CAMPAIGN WINNER

Unknown defeats Tampa mayor via exposure

A political unknown, who threw most of his money and efforts into television after deciding it would be impossible to meet the thousands of voters personally, has been elected mayor of Tampa, Fla.

Julian Lane, a successful businessman but a newcomer to political life, and his agency, Hilton & Gray Advertising Agency Inc., credit his appearances on WTVT (TV) Tampa (ch. 13) with causing the upset of the incumbent political machine.

Faced with the need for exposure of Mr. Lane before thousands of people in a short time, the agency, together with Paul Jones, WTVT's senior account executive, and Charles Fuller, Mr. Lane's tv advisor, decided to present the candidate to tv viewers as a competent and successful businessman rather than as a political professional. They also decided that short, informal appearances on a program with a high audience would give him the needed exposure and not interrupt the continuity of the program.

Although the agency bought spot saturation schedules on WTVT, five-minute periods preceding the 6 p.m. news and half-hour programs on the eve of the primary and run-off elections, its most powerful tv vehicle was a series of two-minute tv appearances by Mr. Lane on WTVT's Wednesday night (7-9 p.m.) *The Big Movie*, featuring top movies. CBS-TV affiliate WTVT's *The Big Movie* was opposite two strong NBC-TV programs, *Wagon Train* and *The Price Is Right*.

The two-minute messages were taped on WTVT's new Videotape recorder, which permitted instant playbacks for reviews of each session. Some featured answers by Mr. Lane to questions and others showed citizens who supported him.

G. William Gray of Hilton & Gray, in a letter to WTVT Manager E. B. Dodson, gave most of the credit for the election to the station. Noting that other types of time periods had been bought on the station, Mr. Gray said: "But in our estimation, the payoff was in buying two-minute commercials within your *The Big Movie*, in prime time on Wednesday evenings. We had these movie spots for the last four weeks of the campaign and, believe me, they were tremendously effective. Julian told me that every day during his normal campaign rounds he received dozens of comments from persons who said they had seen him on *The Big Movie*."

The clincher, according to WTVT, was election night reports on political battles other than the mayoralty race. In almost every instance, WTVT said, the candidates who were leading were those who had conducted their campaigns primarily on television.

Mixing the right formula • Candidate and his advisors rehearse before taping one of two-minute spots on WTVT (TV) Tampa which are given bulk of credit for winning mayoralty election. L to r, Julian Lane, who was elected mayor of Tampa; Charles Fuller, his tv advisor, timing video tape announcement, and G. William Gray of Hilton & Gray Advertising Agency Inc., which directed campaign, furnishing copy directions.

BPA announces convention agenda

The agenda for the second and third days of the Broadcasting Promotion Assn.'s fourth annual convention, at Philadelphia's Warwick Hotel, has been set.

Scheduled for Tuesday (Nov. 3) are five all-day panel sessions. Topics and panel moderators are: Audience promotion, Robert V. Freeland, KOTV (TV) Tulsa, Okla.; sales promotion, Jack L. Williams, WBZ Boston; trade paper advertising, Kirt Harriss, KPRC Houston; merchandising, Heber E. Darton, WHBF Rock Island, Ill.; and publicity and exploitation, Elliott W. Henry Jr., WBKB (TV) Chicago. The panel sessions will be "shirtsleeves" in format, and will involve a round-table exchange of ideas, according to James M. Kiss, WPEN Philadelphia, convention program chairman.

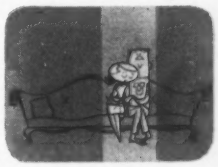
Scheduled for Wednesday (Nov. 4) is James T. Quirk, publisher of *TV Guide* on "The Role of Promotion and Promotion Managers in the Future of Radio and Tv."

H. Preston Peters, Peters-Griffin-Woodward, and Adam J. Young, Adam Young Inc., station representative, will discuss "How to Equip Your Representative."

The BPA meeting opens Monday (Nov. 2) with a keynote speech from NBC Board Chairman Robert W. Sarnoff (AT DEADLINE, Sept. 14). Introductory remarks will be made by BPA President Charles A. Wilson, WGN-AM-TV Chicago.

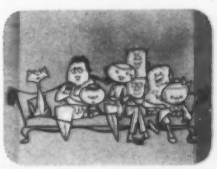
Meanwhile, Janet Byers, KYW Cleveland, chairman of BPA's membership group, reports 70 new members have enrolled, bringing total membership to 276.

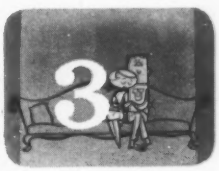
CHANNEL IMPACT. Now, America's leading creators of radio and TV musical productions, offer TV stations a new, powerful means of channel identification... C.R.C.'s CHANNEL IMPACT I.D.'s. Ten different animated eight-second films, each ending with your channel number in full sight and song! C.R.C.'s combination of delightful art and



IDEAS

sparkling music provides the ultimate in custom channel identification... opens a broad new field of promotion-identification. Extra usefulness includes freeze-frames, lifts, sound-tracks for radio, art promotion in print, and more. Available on an exclusive basis ...one set to a city. See this fabulous new concept today. Send for audition films of C.R.C.'s CHANNEL IMPACT I.D.'s.





COMMERCIAL RECORDING CORPORATION, BOX 6726, DALLAS 19, TEXAS. Riverside 8-8004. Tom Merriman, president; Bob Farrar, vice president; Dick Morrison, general sales manager.

MONEY SAVERS FOR PAPER WORK

Ingenious techniques save time in traffic and billing

Three new systems of solving the enormously detailed functions of traffic and billing have been installed this year by broadcasters.

All are based on ingenious applications of available equipment and techniques. One was developed by WMAL-AM-FM-TV Washington; a second by WFIE-TV Evansville, Ind., and WIST Charlotte, N. C., has just converted to an electronic system.

The common goals—greater efficiency and accuracy in the intricate routines that mark traffic and similarly complicated operating processes found at radio and tv stations.

Mylar at WMAL • WMAL-AM-FM-TV Washington, has put into operation a fast, labor-saving system of processing its daily program sheets, availability forms and other work sheets.

Four years of search went into the development as Frederick W. Houwink, general manager, and Dick Stakes, controller, tried out all sort of processes and machine methods. Early this year they came up with a formula that has become a regular part of the stations' daily life.

Briefly, the stations are using Mylar translucent sheets as masters for duplication on an Ozalid dry-gas machine (General Analine & Film Corp.).

The process starts with a blank sheet of tracing paper having columns and column titles reverse-printed on the back of the sheet. The printing shows through as a guide to the typist, who uses the sheet for fixed information covering about a one-hour period per sheet. Filing information is reverse-printed across the bottom.

Column titles are (l to r): Time, Announcer, Type and Orig., Program-Sponsor, Chain, Video, Audio, Ending Date, Code and Amount.

Fixed Info First • The typist puts the fixed information such as exact time and some program data on the tracing paper, which is placed over a Mylar sheet and run through the Ozalid machine.

At this point the Mylar sheet contains fixed information and horizontal typewriter-ruled lines that appear in a brownish-orange color.

That's the first step. Next the typist takes the variable information such as product, announcer assigned, camera chain and related facts. All the variables are typed right on the Mylar sheet, using a special black typewriter ribbon that also can be used for normal typing such as letters, memos and reports.

The Mylar sheet then contains complete traffic information. WMAL-TV needs a dozen copies for office use. These are quickly reproduced from the Mylar master on the Ozalid machine. A day's schedule runs 20 pages, or 140 for a full week.

Corrections Easy • Here's where the big time-saving enters the picture. The Mylar sheets can be corrected quickly with Q-tips and eradicator. Variable data changes from day to day. It can be erased quickly and simply from the Mylar. The typist merely re-types where necessary, using black ink.

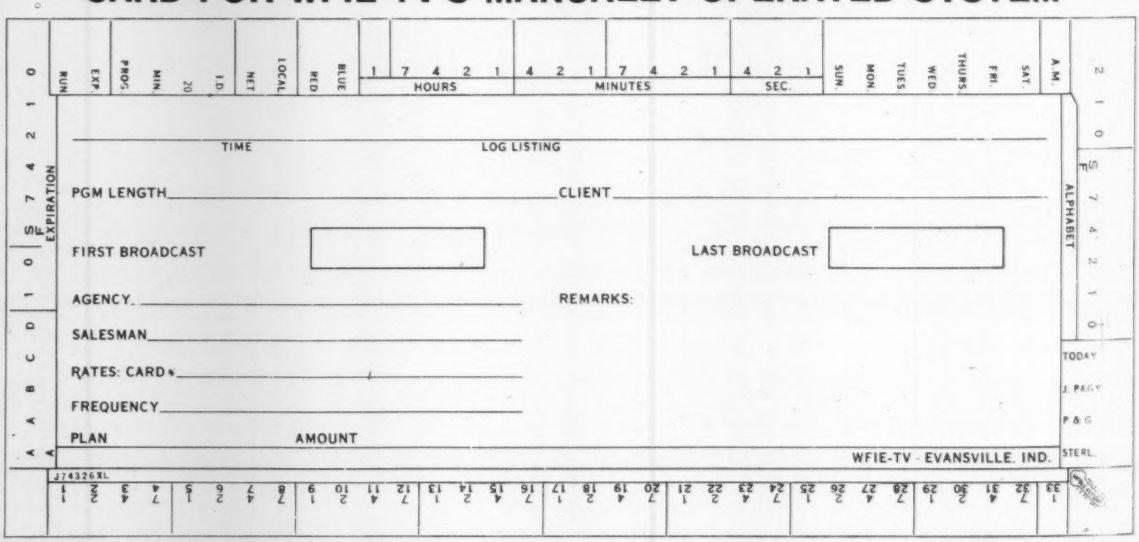
If fixed information requires correction, it is erased from the Mylar with a different solution and re-typed in black.

The description sounds complicated but the process is fast. Does it pay? Mr. Stakes said, "Since we installed Mylar and the Ozalid machine two people, a traffic supervisor and one girl, are doing a job that formerly required four people. In the case of our radio stations, one girl handles traffic out at the WMAL radio transmitter-studio building in suburban Bethesda."

"Here's the key to the time and money-saving features. Once you have the Mylar, all the major typing is finished."

Billing Aid • The tough Mylar sheets can stand an indefinite number of corrections. A single letter or digit can be erased and corrected. By using the "Amount" data in the right column,

CARD FOR WFIE-TV'S MANUALLY OPERATED SYSTEM



Time saver • Evansville, Ind., telecaster uses these cards instead of former 24-drawer file. The system is adapted to a small or medium-sized station. Around 300 to 400 cards are in use at any one time. Operating cost is described as very low, consisting almost entirely of the $100 or so necessary to purchase punch cards.

the accounting department can accumulate revenue by (1) program or spot and (2) by days to show revenue trends.

The accountants can apply changes to control sheets. Later WMAL may adapt its billing to the Ozalid-Mylar routine.

Mr. Stakes said sales availability sheets are now run through the Ozalid process along with engineering work schedules, financial statements, accounts receivable, trial balances and other forms. "Some jobs that once required up to three days are now done in hours," he said. "We can release availability sheets daily, if necessary, in an hour or two, though usually we do it weekly."

Other Uses • In the case of financial statements, Mylar is not used. Instead the information is penciled-in on special forms and duplicated by Ozalid. The engineering supervisor can write assignments in pencil, eliminating extensive typing of work sheets.

Signaling tape, containing suitable symbols, is used on availability sheets and directors' schedules.

Mr. Stakes summed up the advantages this way, "We have attained improved accuracy, require fewer people and effected big savings in preparation. The pay of one office employe for a few months paid for the cost of the reproducing machine."

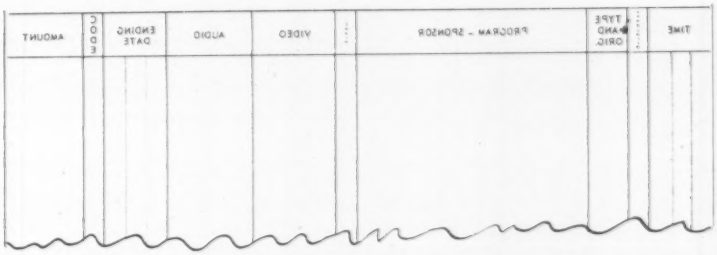
He said the Ozalid has no major maintenance problems. An 8-inch blower exhausts ammonia fumes to the outside. Log paper costs less than a cent a sheet.

Charlotte IBM System • WIST Charlotte has converted traffic and accounting procedures to an IBM electronic data processing system, according to Ray M. Stanfield, managing director. He said the system "will insure greater accuracy in the station's scheduling of programs and announcements and in processing of bookkeeping data, and will handle those procedures with amazing speed."

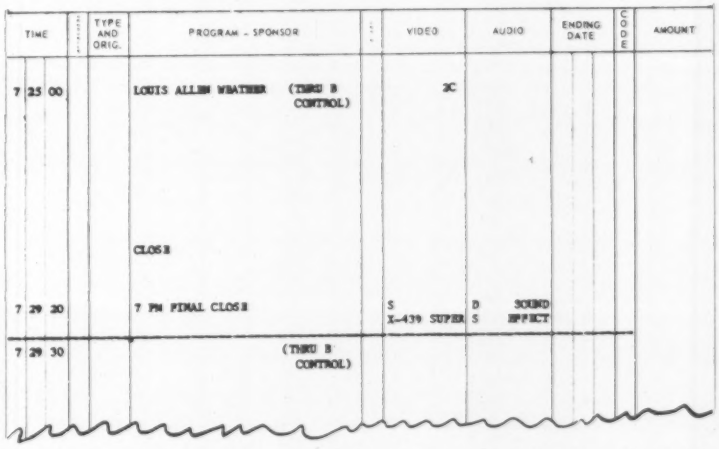
Mr. Stanfield said the first IBM operating log, prepared for use Sept. 1, was printed on IBM equipment "in less than three minutes." Typing of the 20-page log normally required some three hours under the old system, he explained.

"Preparation of monthly invoices, a three to four-day task under the system previously in use, can now be handled in about two hours," he said. "The WIST traffic and accounting departments have been consolidated. The IBM traffic-accounting system was pioneered in the South in 1956 by WIST's sister station, WIS Columbia, S. C. WIST's conversion was made in conjunction with the Charlotte office of

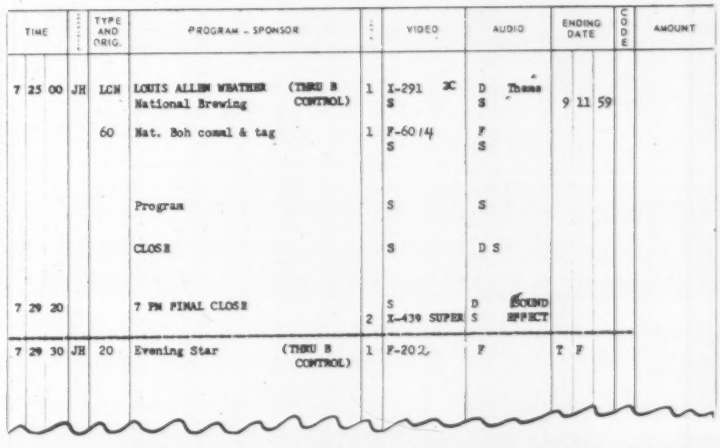
STEPS IN WMAL'S TRAFFIC SYSTEM



Form in reverse • This sheet of tracing paper, legal size, has reverse titles printed on the back. They show through as the typist puts fixed program information on a Mylar translucent master sheet (below) by running it through an Ozalid reproducing machine as the first basic step.



First Mylar stage • After the fixed information is placed on the Mylar master by the Ozalid process it appears in a brown tint. Typist next adds variable information such as camera chain, staff assignments, audio source and time by using a special typewriter ribbon.



Master is ready • After variable information is typed on Mylar, this master is ready for an Ozalid dry-gas duplicator. As many copies as are needed can be made from the Mylar master. This master can be changed an indefinite number of times by using a Q-Tip applicator and proper chemicals.

The OK Group · WBOK · WLOK · WGOK · WXOK · KAOK · KYOK · WBOK · WLOK · WGOK · WXOK · KAOK · KYOK · WBOK · WLOK · WGOK · The OK Group · WGOK · WLOK · WXOK · KAOK · KYOK · WLOK · WBOK · The OK Group · WGOK · WLOK · WXOK · KAOK · KYOK · WBOK

Who Knows Most About the 286,000 Negroes In New Orleans?

We Do At

WBOK!

Cash in on this $297,000,000 Negro market potential.

We Can Show You How!

Write or Call our Rep.

Bernard Howard
New York

the OK Group
505 BARONNE ST NEW ORLEANS, LA

free send for ALLIED'S 1960 ELECTRONIC SUPPLY CATALOG

we specialize in TUBE SUPPLY at factory prices

we regularly stock all types for broadcast application...

IMMEDIATE DELIVERY

WORLD'S LARGEST STOCKS:

- Microphones
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- Volt. Regulators
- Replacement Parts for Transmitters & Control Panels

Our expert Station supply service saves you time and money. We fill *all* your electronic supply needs at factory prices. Send today for our FREE 1960 Catalog.

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100 N. Western Ave., Chicago 80, Ill.

☐ Send FREE 1960 ALLIED Catalog

Name_____

Address_____

City_____ Zone____ State____

The Service Bureau Corp., a subsidiary of IBM."

Card-sorting Process • WFIE-TV Evansville, Ind., has cut down the time needed to rearrange routine station information into usual form by adapting Royal McBee Keysort cards to traffic and accounting.

The edge-punched cards are sorted manually with a sort of ice-pick device. "Operations involved in scheduling, billing and availabilities are greatly consolidated, and a large amount of statistical information becomes readily accessible," said E. Berry Smith, WFIE-TV general manager. He added the system was worked out by Herman Kohlman, station accountant.

In traffic, the cards replaced a 24-drawer flex file in which the WFIE-TV schedule was listed in chronological order. The punch cards, re-sorted into alphabetical order, contain the necessary billing information for posting into accounting records.

"While sorting isn't as fast as that done by machine systems," Mr. Smith said, "it is considerably faster than any kind of sorting done strictly by hand. And its economy brings a punch-card operation well within the reach of a small or medium-market station.

Economical System • "WFIE-TV put the system in operation experimentally a year ago and full operation last February. About 5,000 cards a year are used, around 300 to 400 at any one time. A spot sold at the same time Monday through Friday requires one card; if sold at five different times, five separate cards are needed. The initial cost, including designing and printing the first cards, was less than $150. Operating cost (card usage) is less than $100 a year."

Cards are punched from information on the original order, starting in the lower left corner. Sections show time classification, expiration, run (future schedules). Red and blue distinguish alternate-week sponsors; both are punched for those running every week. Scheduled time is punched to the nearest 10 seconds in a section labeled "hours, minutes, sec." Cards in a given group can be arranged for log preparation, posting and other purposes. Each card is alphabetized by client name. A section for special-purpose sorts is used for spots running in *Today*, *Jack Paar*, Procter & Gamble and Sterling.

The bottom edge of the card is set up in numbers for arrangement of an unlimited number of suits. Salesmen can be given individual numbers, as can program classifications. "The bottom is a completely flexible area open to use by any department," Mr. Smith said.

Advantages • He listed these advantages—saving of time and materials in preparing cards as opposed to flex file cards; saving of at least a third of the time in checking preliminary billing and posting from the log; availabilities for a week can be set up in less than half the time previously required; greater assurance of accuracy in log preparation; unlimited opportunity for sales analyses; duplication of effort in handling same information by more than one department now eliminated.

Mr. Smith said Flexowriters and other automatic equipment can be added to tie in directly with this punch-card system. Card-to-tape equipment can bring full automation with only minor changes in the card as it is now designed.

The reverse side of the cards is ruled for scheduling data.

NAB SETS FALL CONFERENCES

'NAB is You' is theme; separate sessions scheduled for radio and tv executives

NAB will hold its annual series of eight Fall Conferences in two brackets, starting Oct. 15 at the Mayflower Hotel, Washingon. The theme, "NAB Is You," provides the focal point for programming, President Harold E. Fellows said Oct. 1 (see agenda, page 66).

The first bracket of tour meetings will be run off in a 15-day period, with meetings at Chicago, Boston and Atlanta following the Washington session. The second group starts Nov. 10 and will wind up 11 days later. It will include Fort Worth, Denver, Los Angeles and Seattle (see DATEBOOK, page 18).

Following the pattern set last year, the conferences will be based on rapid-fire 1½-day agendas. Cooperating in the programming will be the new Television Information Committee, National Assn. of Tv & Radio Farm Directors and Television Bureau of Advertising.

A basic program format will be followed but participants will vary at some of the meetings. A 10-man squadron from NAB headquarters will make the circuit, with other department executives joining the group on a spot basis.

Forms Mailed • Registration and

SPONSOR
THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE
VARIETY
for buyers and sellers of radio advertising
U.S. RADIO
PRINTERS' INK
28
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
RADIO DAILY—TELEVISION DAILY

the editorial

Whee!

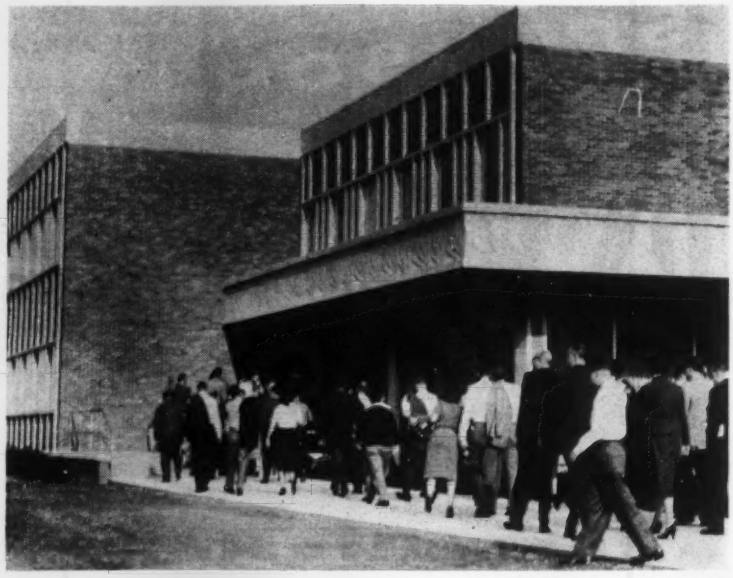
TV repair racket to Pentagon reorganization . . . child molestation to federal aid to education —WWDC has been airing its views editorially on these and other controversial topics for a year and a half. Actually, we were pioneers in this now popular field—in keeping with our position as Washington, D. C.'s most-listened-to station.* The reactions and results have been most gratifying, not only from the trade press but even more importantly from many of the groups and individuals under whom we have managed to light a few fires.

P.S. Similarly satisfactory results are assured for straight commercials!

Metropolitan Washington 5-county Pulse—month after month

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



Agency folk visit new studios • WSYR-AM-TV Syracuse, N.Y., held open house Sept. 26-27 at its new radio-tv center for 100 of New York City's top advertising executives and timebuyers. Three chartered planes flew the group from New York Saturday morning, returned them Sunday after inspection of WSYR plant, parties and Syracuse-Kansas football game. Inez Aimee, Norman, Craig & Kummel; Roger Bumstead, MacManus, John & Adams; Tim O'Leary, Reach, McClinton Co., and Manny Klein, Cohen, Dowd & Aleshire, won prizes for best guesses on football score and plane landing times. E. R. Vadeboncoeur, WSYR-AM-TV president, and William V. Rothrum, vice president, were hosts for event.

hotel forms for the first four meetings have been mailed to NAB member stations. The registration fee is $20, including two lunches and a reception. There will be no banquet this year. Only NAB member stations are eligible to attend the conferences. The term "regional" has been dropped from the series title to allow members to take part in any desired meeting.

The conference formula is based on a general assembly the morning of the first day and joint luncheon to be addressed by President Fellows; separate radio and tv sessions the first afternoon, and a 6 p.m. reception. The second morning opens with separate radio and tv sessions, with a joint assembly following. This joint discussion is described as a quick "bull session" at which the two days of discussion will be wrapped up informally. A prominent speaker will address the luncheon, final event of the conference.

Clair R. McCollough, Steinman Stations, chairman of Television Information Committee, will attend the first four conferences. He will explain the background of Television Information Office, which TIC directs, and tell what the new tv information-promotion unit is doing in its early weeks. TIO is headed by Louis Hausman, named Sept. 24 to take office Oct. 12 (AT DEADLINE, Sept. 28). Mr. Housman will attend all eight conferences.

Editorializing Feature • A popular editorializing feature introduced at last year's conferences will be repeated. Broadcasters who editorialize will review their experiences and explain the benefits and hazards of the technique.

Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the NAB Tv Code Review Board and other board members will conduct code sessions. Edward E. Bronson, tv code administrator, will take part in code presentations.

Charles H. Tower, NAB economist-personnel relations director, will speak at the opening general assembly and later will join the radio delegates in a discussion of competitive factors. A new face on this year's schedule is John M. Couric, named NAB public relations manager last summer.

In a message to stations Mr. Fellows emphasized the economic, editorializing, public relations, station operating and government problems. He promised an explanation of what lies behind the proposal by Chairman Oren Harris (D-Ark.) of the House Commerce Committee to set up a Federal Frequency Allocation Board and "the significance of the proposal to your channel."

The Cast • Making the conference circuit from NAB headquarters will be Messrs. Fellows, Couric, Tower and Bronson; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; William Carlisle, station relations manager; Vincent T. Wasilewski, government relations manager; William L. Walker, assistant treasurer, and Frederick H. Garrigus, manager of Organizational Services.

President Fellows will open the Washington meeting and introduce headquarters executives who will speak the first morning. A guest luncheon speaker has not been announced for the second day in Washington.

Guest luncheon speakers for the remaining conferences in the first bracket are: Chicago — Thomas B. Adams, president of Campbell-Ewald Co., Detroit. Boston—Arno H. Johnson, vice president and senior economist, J. Walter Thompson Co., New York. Atlanta—William W. Neal, president of Liller, Neal, Battle & Lindsey, Atlanta.

Editorial panels at these meetings follow: Chicago — Robert D. Enoch, WXLW Indianapolis; Robert Hyland, KMOX St. Louis; Robert T. Mason, WMRN Marion, Ohio. Boston—Daniel W. Kops, WAVZ New Haven, Conn.; Tim Elliott, WICE Providence, R.I.; Paul O'Friel, WBZ Boston, Atlanta—Frank Best, WDIX Orangeburg, S.C.; A. Louis Read, WDSU New Orleans; John W. Jacobs Jr., WDUN Gainesville, Ga.

Discussing farm radio problems at NATRFD sessions: Chicago — George Menard, WBBM Chicago. Boston — Bob Palmer, Cunningham & Walsh, New York. Atlanta—Ron Stephens, U. of Georgia.

Programming for radio sales: Chicago—Lionel F. Baxter, Storer Broadcasting Co. Boston — Frederick A. Knorr, Knorr Stations. Atlanta—Ben B. Sands, KICD Spencer, Iowa.

Tv Code: Chicago—E. K. Hartenbower, KCMO-TV Kansas City, and Joseph Herold, KBTC (TV) Denver. Boston — Mr. McGannon. Atlanta — Mr. Kelley.

Norman E. Cash, president, will handle the TvB presentation in Chicago. George Huntington, vice president-general manager, and William MacRae, station relations director, will appear at Washington and Boston, with Mr. MacRae going to Atlanta. TvB's presentation is entitled "A Status Report of the Television Industry to the Financial Community."

NAB FALL CONFERENCE PROGRAM

The program for NAB's first Fall Conference, to be held Oct. 15-16 in Washington, is typical of the remaining seven meetings (see conference

Courtesy Neiman-Marcus Antoine Salon, Preston Center, Dallas

A coiffure for her and her alone... this is the proud achievement of the creative hair stylist. He possesses a "quality touch" which comes from dedication and pride.

It is a like characteristic among today's better radio and television stations... setting them apart through dedication to quality.

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co. Inc

The Original Station Representative

MOVE ON AIR . . .

in the DOLLAR-RICH CHANNEL 5 Viewing AIR-ea!

More than 300 million dollars a year are spent for food in the 2,232 food stores operating in the 25-county air-ea served by WNEM-TV! A rich and abundant market served exclusively by Channel 5.

EASTERN MICHIGAN'S FIRST VHF TELEVISION STATION

CHANNEL 5

Represented by Edward Petry & Co., Inc. The Original Station Representative

Grisell

NBC

WNEM-TV

list in DATEBOOK, page 10). Here is the Washington program:

FIRST DAY

NAB President Harold E. Fellows presiding

"Ask the Man Who Doesn't Own One"—William Carlisle, NAB station relations manager.

"Government Relations Is You"—Vincent T. Wasilewski, NAB government relations manager.

"Your Part in P. R."—John M. Couric, NAB public relations manager.

"The Ten Best—Questions of the Year"—Charles H. Tower, NAB economics-personnel relations manager.

Luncheon

Address, President Fellows.

Television Session—Thad H. Brown Jr., NAB tv vice president, presiding.

"From the Top of the Desk"—All-Industry Television Matters, Messrs. Brown and Wasilewski.

"The Television Information Office"—Clair R. McCollough, Steinman Stations, chairman, Television Information Committee.

NAB tv promotion film—"In Focus."

Radio Session—John F. Meagher, NAB radio vice president, presiding.

"Radio Editorializing"—Panel comprising John S. Booth, WCHA Chambersburg, Pa.; Simon Goldman, WJTN Jamestown, N.Y., and Ben Strouse, WWDC Washington.

"The Impact of Competition"—Mr. Tower.

Reception (no banquet scheduled).

SECOND DAY

Television Session

"A Status Report of the Television Industry to the Financial Community"—George Huntington, vice president-general manager, and William MacRae, station relations director, Television Bureau of Advertising.

"Report by Tv Code Review Board"—Donald H. McGannon, Westinghouse Broadcasting Co., New York, chairman of Board, and Gaines Kelley, WFMY-TV Greensboro, N.C., member.

"Let's Talk Television"—NAB staff and delegates.

Radio Session

"Make The Big Reach Even Biggers"—presentation by National Assn. of Tv & Radio Farm Directors. Speaker, Bob Palmer, Cunningham & Walsh, New York.

"Programming for Sales"—C. L. (Chet) Thomas, KXOK St. Louis.

Discussion—Radio's Public Relations.

General Assembly

"The Wrap-Up"—Open discussion; topics to be selected by delegates.

Luncheon

Address—Speaker to be announced.

Adjournment

RTNDA adds Kennedy to New Orleans agenda

Sen. John F. Kennedy (D-Mass.) has been added to the speaking agenda of the Radio-Tv News Directors Assn.'s 14th International Convention in New Orleans Oct. 14-17.

Sen. Kennedy, Democratic possibility for his party's No. 1 or No. 2 ticket in 1960, thus joins other government figures—Luther Huston, Justice Dept. information director and FCC Chairman John C. Doerfer—to give the conclave a distinct Capital flavor. Sen. Kennedy is to speak Oct. 15. Also speaking will be Dr. Frank Stanton, president of CBS Inc.

Representatives of nine foreign countries, now participating in an International Radio-Tv Seminar at the U. of Southern California, are scheduled to attend the RTNDA convention at the Sheraton-Charles Hotel. Looking toward the Association's first across-the-border convention in Montreal, in 1960, a movement for creation of a Canadian newsmen's affiliate organization will be explored at the 1959 conclave (AT DEADLINE, Sept. 14).

Question of whether news media may be "threatening its own freedom of access" by certain incidents that occurred during Soviet Premier Nikita Khrushchev's U.S. tour provides the background for a freedom of information panel on Oct. 15. There were reports of damage incurred by radio-tv newsmen in San Francisco and Ames, Iowa. Among the implied questions raised: Are industry radio-tv pools completely effective in coverage of important foreign dignitaries or should a government agency act as umpire?

The panel follows a report by John F. Lewis, WBAL Baltimore, chairman of RTNDA's Freedom of Information committee. Art Barnes, U. of Iowa will report on results of a survey on "The Extent of News Suppression" at state, county and municipal levels in Iowa. The keynote speech will be by Tom Eaton, WTIC Hartford.

Douglas Edwards, CBS-TV commentator, will be featured speaker at the awards luncheon Oct. 17, followed by an awards workshop feature. Jack Krueger, WTMJ-AM-TV Milwaukee and RTNDA board chairman, will present the Paul White Memorial Award at the Saturday banquet, with speaker still to be announced.

Back to Harvard

NAB's Management Development Seminar will be repeated next summer on the campus of Harvard Business School, Boston, President Harold E. Fellows announced Sept. 23. Tentative date is July 10-23, though it may be moved into late June.

Sixty broadcasters selected from NAB member stations attended the first seminar, held July 5-18. Applications for enrollment will be mailed late this autumn to member stations, Mr. Fellows said.

RTNDA CONVENTION PROGRAM
OCT. 14-17, 1959
Sheraton-Charles Hotel, New Orleans

Wed., Oct. 14

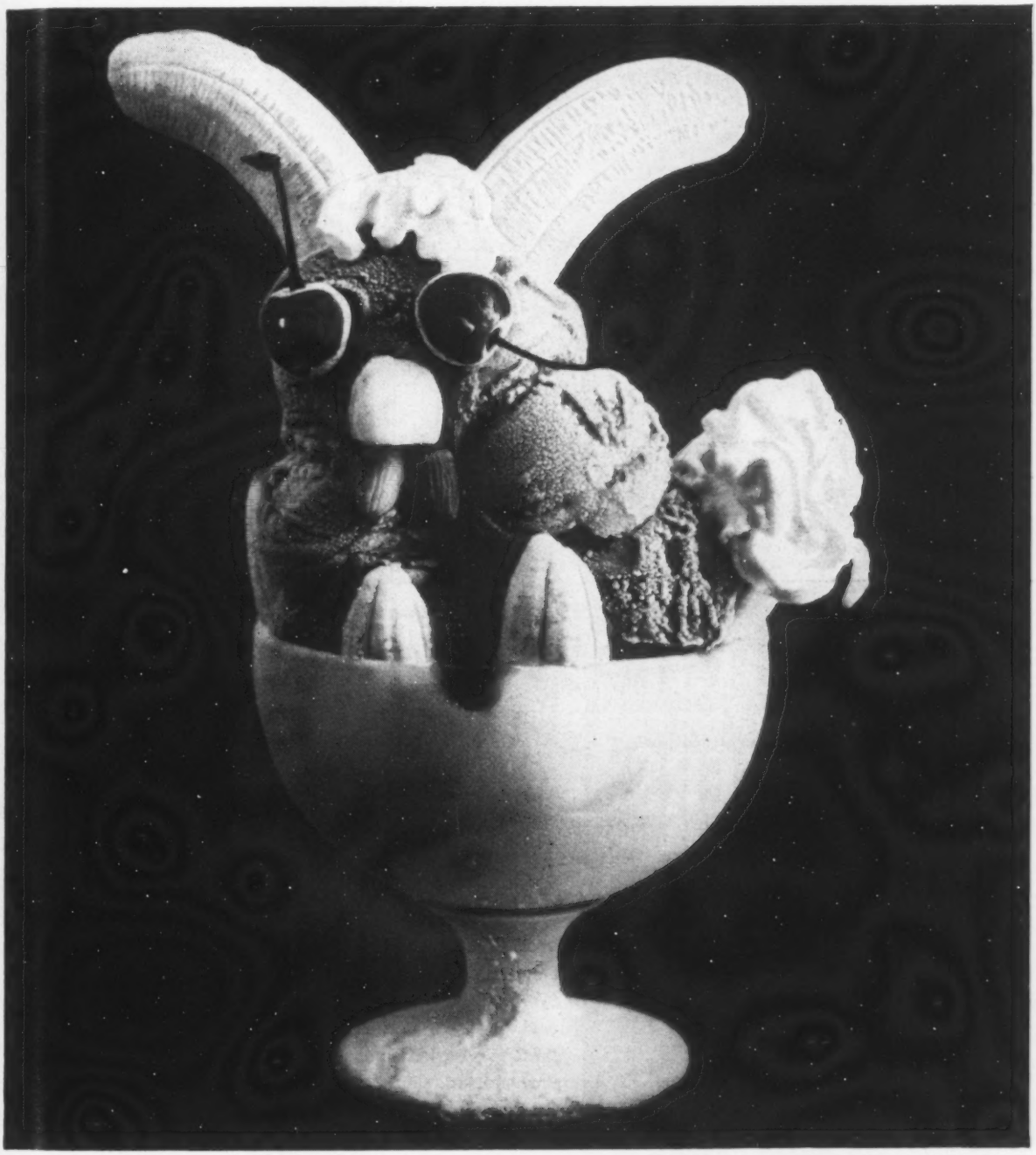
12:00 noon Board of directors luncheon
2:00 p.m. Registration
3:00 p.m. Board of directors meeting
6:00 p.m. Reception hosted by New Orleans television stations
7:30 p.m. Dinner
Greetings: de Lesseps Morrison, Mayor of New Orleans
Address: "The FCC and Broadcast News," John C. Doerfer, FCC chairman

Thurs., Oct. 15

8:30 a.m. Registration until noon
9:30 a.m. Opening business session President Ralph Renick presiding
Keynote address: Tom Eaton, past president
10:30 a.m. Report of Freedom of Information Committee, John F. Lewis, WBAL Baltimore, chairman
Panel: "Are the News Media Threatening Their Own Freedom

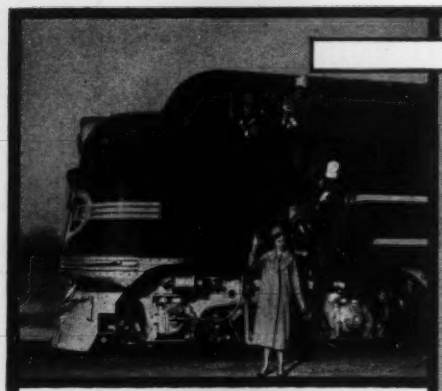
ESSO RESEARCH works wonders with oil

Hav-a-banana-bunny!



Good eating... good for you... thatsa banana! But a fungus growth that attacks banana plants threatened the economy of banana production. Old-fashioned sprays were cumbersome to apply and expensive. Then Esso Research developed a special oil mist that ends this fungus growth easily and economically. People eat better... cars run better.... because **ESSO RESEARCH** *works wonders with oil.*

Esso



1400 Oklahoma youngsters, from more than 85 cities and towns throughout the KWTV Community, packed two crack Santa Fe special trains . . . at student fares . . . for a two day, 1200 mile trip to the Gulf Coast area.

The youngsters were accompanied by KWTV personalities, whose shows promoted the tour.

A KWTV action-promotion in its 54-County Community!

A Student Educational Tour for the 54-County Community by

KWTV
OKLAHOMA CITY

CBS

BUY the TOWER with SALESpower in Oklahoma!

Represented by Edward Petry & Co., Inc.
The Original Station Representative

GENE AUTRY
Starring in 56 HOUR FEATURES
ROY ROGERS
Starring in 67 HOUR FEATURES

REALLY ROPIN' IN RATINGS!

Greenville, Spartanburg, Anderson	15.3
Lubbock	25.9
Columbus, Ohio	15.0
Memphis	22.8
Davenport-Rock Island	21.5
Little Rock	15.8
Syracuse	23.3
South Bend	16.2
Dayton	23.8
Charlotte, N.C.	25.9
Peoria	15.1
Roanoke	17.5
Charleston, S.C.	28.3
Phoenix	17.4
Dallas-Ft. Worth	15.1

AND REALLY RATIN' RAVES:

"One of soundest buys station has made."
—KOB-TV, Albuquerque, June 9, 1959

"Very successful . . . a nice show to have around."
—WBRC-TV, Birmingham, April 1, 1959

mca
TV FILM SYNDICATION

of Access?" George Gayling, UPI newspicture chief; Washington; Edward P. Morgan, ABC commentator; and representative from State Dept.

Results of a research project on "The Extent of News Suppression at the State, County and Municipal Levels of Government in Iowa," Prof. Arthur M. Barnes, of Iowa

12:15 p.m. Luncheon
Address: Luther A. Huston, director of information, U.S. Dept. of Justice

2:30 p.m. Radio Workshop, Nick Basso, WSAZ Huntington, W. Va., vice-president for radio, presiding
"An Analysis of Radio News Today," John Secondari, news director, ABC Washington, D.C.
"Does News on Modern Radio Really Inform?" David Muhlstein, news director, KLIF Dallas, Tex.
"Use and Abuse of the Mobile Unit," James Monroe, KCMO Kansas City, Mo.
Exhibit and demonstration of new equipment for gathering radio news

4:30 p.m. Board of directors meeting

5:30 p.m. Address: Sen. John F. Kennedy, (D-Mass.)

Evening Unprogrammed night on the town

Fri., Oct. 16

8:30 a.m. Registration

9:30 a.m. Election of officers, President Renick presiding

10:30 a.m. A panel of outstanding broadcast executives will discuss "Management Views the News"

12:15 p.m. Luncheon
Address: Dr. Frank Stanton, president CBS Inc.

2:30 p.m. Television Workshop, Bill Small, WHAS-TV Louisville, Ky., vice-president for Tv, presiding
How-to-do-it demonstration of courtroom camera coverage
"Writing Television News," Reuven Frank, producer, NBC's Huntley - Brinkley news program
"Shooting Film for Television News," James Bennett, news director, KLZ - TV Denver, Colo.
"A Portrait of the Television News Director," based on a survey made and presented by Marlowe Froke, Penn State U.

6:00 p.m. Reception, dinner and entertainment

Sat., Oct. 17

8:30 a.m. Network breakfast
Canadian delegation breakfast

10:00 a.m. Panel discussion: "The Hazards and Rewards of Editorializing"

11:00 a.m. Business session: Reports by Committees on Resolutions and Convention Site

12:15 p.m. Awards luncheon, Prof. Baskett Mosse, Northwestern U. presiding.
Address and presentation of awards, Douglas Edwards, CBS-TV News

2:30 p.m. Awards Workshop, Prof. Mosse, presiding
"What I Did to Win"—Remarks and demonstrations by the winners in each of the six award categories

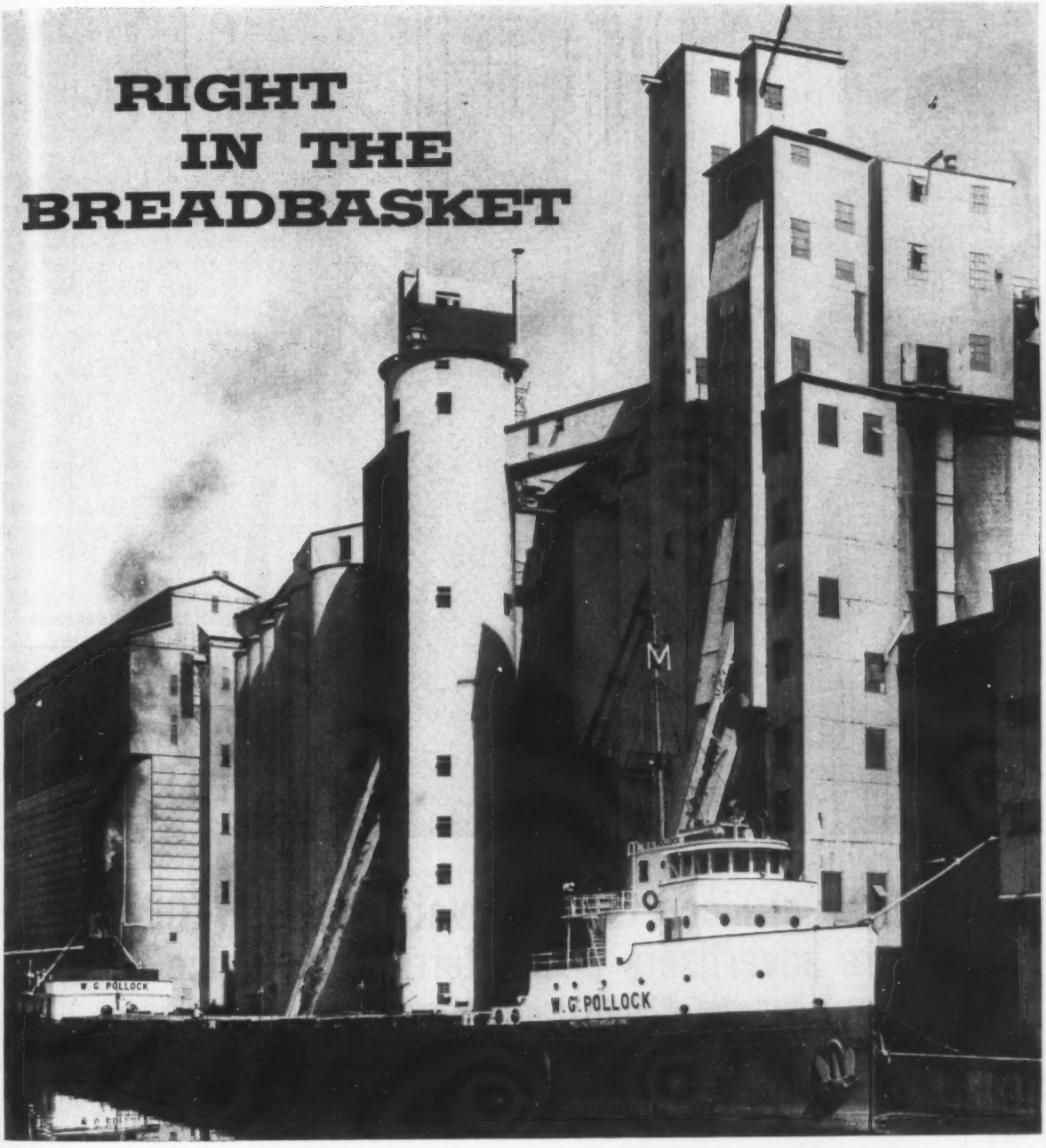
4:00 p.m. Closing business session, President Renick presiding

4:30 p.m. Board of directors meeting

6:00 p.m. Reception

7:00 p.m. Dinner
Presentation of the Paul White Memorial Award: Jack Krueger, WTMJ Milwaukee, Wis., chairman of the board
Introduction of new officers: President Renick
Speaker: to be announced
Adjournment

RIGHT IN THE BREADBASKET



Grain boat unloading in Buffalo River

When you advertise on WBEN-TV, your sales message takes on added momentum and impact and hits hard right in the nation's breadbasket!

Buffalo is the world's largest milling center. Its strategic location and port facilities — first as a major port on the Great Lakes, and now as America's newest World Port since the opening of the St. Lawrence Seaway — makes the Buffalo area, more than ever, one of the major markets on the North American continent.

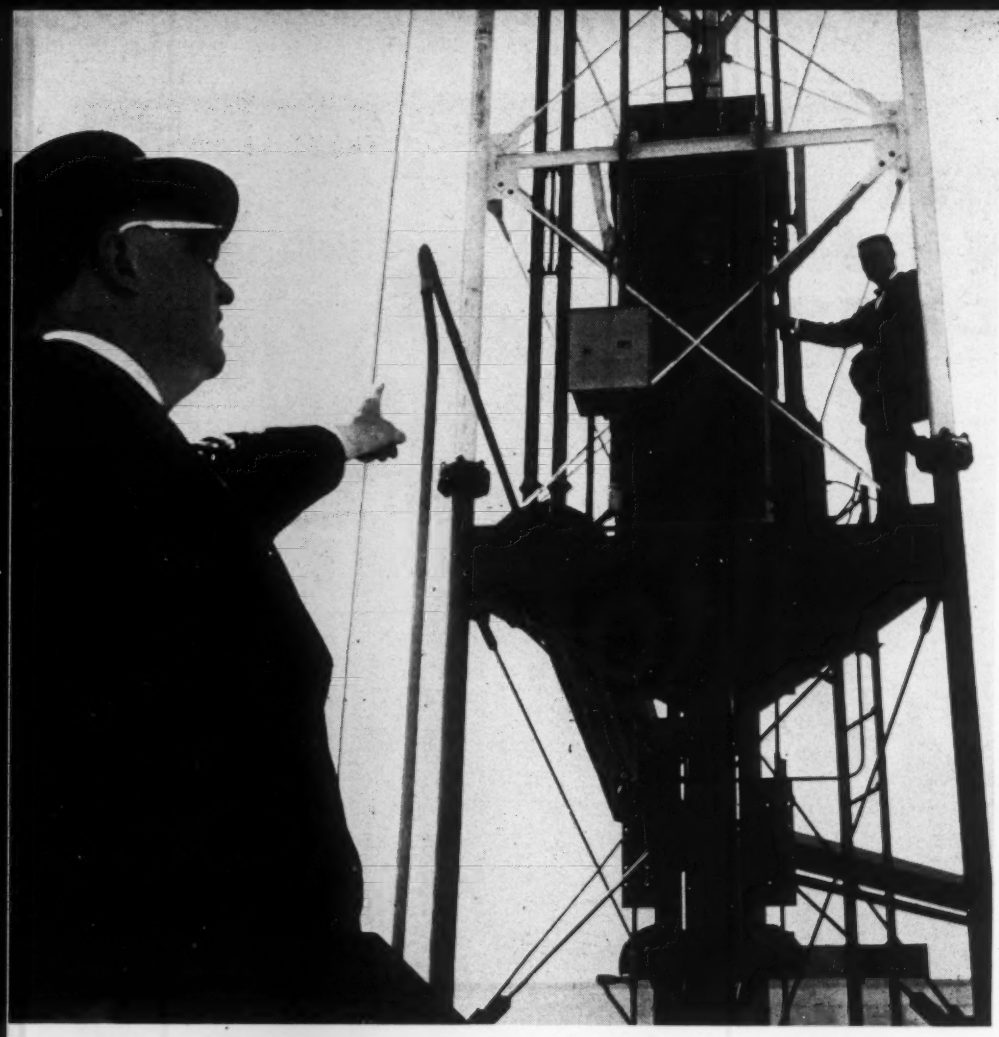
And it's "dead reckoning" of the most infallible and precise kind when you choose WBEN-TV to reach this important and growing market. The clearest sales voice in sight and sound, your TV Dollars count for more on . . .

WBEN-TV

CBS IN BUFFALO

CH. 4

REPRESENTATIVES: HARRINGTON, RIGHTER & PARSONS



Last-minute check between Executive V. P. Bretherton (left) and Chief Engineer Holmes (standing on elevator landing) before a technician starts his ride up the tower.

"This Dresser-Ideco tower elevator helps WTOL-TV assure advertisers of uninterrupted service"

reports Thomas S. Bretherton, WTOL-TV General Manager and Executive Vice-President

"We wanted this Dresser-Ideco tower elevator for the same reason we insisted on top quality equipment at the transmitter," says Tom Bretherton of Toledo's WTOL-TV. "It's the best way to assure our advertisers uninterrupted service."

Chief Engineer Hal Holmes adds, "The elevator makes routine maintenance easier and faster. It simplifies repair work and speeds it up. A technician would need at least 1½ hours to climb our 1046' tower. The elevator gets him up to the antenna in a matter of minutes — fresh, ready for work. It saves time and labor, makes it much safer for technicians to keep the tower and its equipment in top condition."

The electronically-controlled elevator is Dresser-Ideco's latest significant advancement in television transmitting towers. Bretherton emphasizes, "The elevator was one of the features which impressed us when we discussed the tower with Dresser-Ideco. It's certainly an important and useful accessory for any tall tower."

Completely safe, Dresser-Ideco elevators are easy to operate and maintain. Just one switch moves the car up and down, stops it anywhere on the tower. The system is fully protected by automatic safety devices. And Dresser-Ideco's radio control system eliminates tower wiring circuits, simplifies installation and maintenance.

When you start planning a new tall tower, plan the tower **and** its elevator with Dresser-Ideco. And send now for Elevator Bulletin T-2.

Patents are pending on the Dresser-Ideco tower elevator.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

TOWER DIVISION, DEPT. T-92
875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 So. Vermont Ave., Los Angeles 44, California

Chief Engineer Holmes explains tower switch box to the boss. Frazier Reams (left), President, Community Broadcasting Co., says, "When we received the go-ahead to put WTOL-TV on the air, we chose Dresser-Ideco to build TNT . . . Toledo's New Tower. We are most happy with that decision. For one thing, there's no need to worry about our men climbing 1046' hand over hand. They'll take the elevator . . . Toledo's most spectacular ride, and one of the safest."

HOW FAR CAN A DISC JOCKEY GO?

KIMN fires d.j. over 'blue' humor; KICN adds new charges

Attempts at smoking room humor on the air have cost a Denver disc jockey his job and the management of the station has instituted a tightening up of operations. Meanwhile a second charge has been leveled at the same station.

The disc jockey is Royce Johnson, ex-personality on KIMN. The charges were brought to the attention of the FCC two weeks ago by Don Burden, owner of KICN Denver, who documented his allegations with tape recordings of what were claimed to be off-the-air pickups of off-color and suggestive comments by Mr. Johnson (AT DEADLINE, Sept. 28).

Here's what happened last week in the Mile High City and in Washington:

Item: Disc Jockey Johnson ("I wanted to be a personality") has been fired by KIMN Denver President and General Manager Cecil F. Heftel.

Item: The responsibility for the escapade has been accepted fully by Mr. Heftel. He told FCC Chairman Jonh C. Doerfer last week that he was cleaning house from top to bottom.

Item: Further didoes by Mr. Johnson were allegedly documented in a second letter to FCC commissioners by Mr. Burden. In this, Mr. Burden also related off-color remarks made by a second KIMN disc jockey: Glenn Bell.

Item: A charge that KIMN had underhandedly confused a KICN promotion was made by Denver attorneys for KICN.

Item: Mr. Heftel was in receipt of an official letter of inquiry from the FCC, enclosing both of Mr. Burden's letters and asking for his formal reply to the allegations.

Shocked at Charges • Mr. Heftel, in a Sept. 27 letter to FCC Chairman John C. Doerfer, said he was "shocked" when he learned of the charges. "Having looked into the situation I regret to say that 'ad-lib' remarks and sound effects, not in keeping with good taste broadcast standards or KIMN's policy in this regard, have been recently broadcast on the *Royce Johnson Show*.

"I want to take this opportunity to say that I sincerely regret these occurrences. I also want to assure you that steps have been and will continue to be taken to insure that similar incidents will not again occur at KIMN so long as I am responsible for the station."

Mr. Heftel added that Mr. Johnson's employment by KIMN was terminated as of Sept 25. He also explained that KIMN has been operating without a program director since July when Grahame Richards resigned. Mr. Heftel said that he had appointed Richard Cline as acting program director.

In considering the incident, Mr. Heftel said that there was nothing in Mr. Johnson's background which could have given him reason to doubt the d.j.'s sense of judgment and propriety. The only criticism he ever received of Mr. Johnson, Mr. Heftel said, was that he was "on the stuffy side."

"At this point I would conclude that Royce Johnson lost his perspective and decided to reflect today's fast pace when he should have been resisting it," Mr. Heftel concluded.

More Charges • In Mr. Burden's second letter, he called attention to a news report read by Mr. Johnson which dealt with the escapade of an Austrian boy who stuck a pin into the chest of his girl friend to see whether she wore falsies or not (she didn't).

He also quoted Mr. Johnson's remarks following a commercial for the motion picture "The Gladiator," which contained a reference to "virgin." Mr. Johnson is alleged to have heaved a sigh after the word was mentioned and to have commented after the spot:

"After all that, I don't think my wife will let me go."

In commenting on the *Glenn Bell Show*, Mr. Burden referred to what he said must be their favorite recording, "The Boo-Boo Stick," and to the double entendre comments made by the d.j. following the record.

The charge that KIMN had stolen the thunder from a KICN promotion was made by KICN's Denver attorneys, Lesher, Schmidt & Van Cise in a letter to the FCC.

Hat Trick • KICN had arranged with a local hat manufacturer to produce "Kookie" hats with the call letters KICN on them. The letter charged that KIMN had persuaded the same manufacturer, "through misrepresentation" to make the same hats for it with the KIMN call letters.

A letter from Mr. Johnson was enclosed with Mr. Heftel's missive to the FCC chairman. In it Mr. Johnson explained that he had kept his attempts at humor from Mr. Heftel because he knew the management of KIMN objected to this kind of comment. Until July, Mr. Johnson recounted, it was difficult to deviate from the "strict" KIMN format, but when KIMN Program Director Richards left and when Mr. Heftel was out of town it was easier to inject this robustness over the air. (see box).

Mr. Johnson stated that KICN, the complaining station, had tried to hire him twice.

At week's end it was understood that Mr. Heftel was preparing an official reply to the charges, to be submitted to the FCC. The Commission, in addition to Mr. Burden's letters, also had a tape of the allegedly off-color remarks.

Product of times

What makes a disc jockey go way out—to such an extent he loses his job?

Listen to Royce Johnson—until last week a top personality for KIMN Denver—a husband, a father, and a Sunday school teacher. This is his explanation to the FCC for the role of robust comments on the air during the last few weeks:

"I would like to point out that if you are a frustrated comic, working on a tight format radio station, it has a tremendous effect upon you to find that you are getting audience response, as was the case in the last three weeks with the toilet flush. Other attempts at humor in the form of jokes, which I used on the air, I felt, were in keeping with the times. I honestly did not think of my attempts at humor as being offensive, particularly in the light of the type of material which people find amusing and interesting in so-called advice to the lovelorn columns in newspapers, in television shows—such as the *Jack Paar Show*, movies, where the titles and ads speak for themselves, and best selling novels.

"Since Mr. Heftel and others seem to find my humor objectionable, I apologize with the explanation that I only projected my personality as it was influenced by our contemporary surrounding. Be it good or bad, I feel that I am a product of the times in which we live."

WMBD
RADIO
PEORIA

85%
85%
85%

WMBD RADIO
Reaches
85% METRO
PEORIA
HOMES
Every Week!

MORE Than Any
Other Station!

(Source: Pulse July, 1959 CPA Ratings)
REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

RADIO
PEORIA
WMBD

RED SKELTON'S PROGRAM FIRM

To hit the road with mobile color tv tape

A new production firm on wheels, using color tv tape recording facilities, has entered the program field.

Comedian Red Skelton announced Oct. 4 he had ordered a mobile studio with two Ampex color Videotape recorders and three General Electric color tv cameras with associated studio gear. The package will run about $500,000.

Mr. Skelton said he plans to start production from the mobile studio within four months. He is forming an independent production company to serve both domestic and foreign tv markets.

Three vehicles will house the facilities. One will contain the two Ampex recorders, color monitoring equipment and tape storage space. It will be 35 feet long. A second van will carry the three GE color camera chains, switching equipment, sync generator and special effects amplifier. A third truck will house an auxiliary power unit.

Mr. Skelton recently observed tv programming and facilities in Japan and Europe, noting growing interest in color. He looked over equipment displayed at the last NAB convention.

"It is my belief that the great future for international tv lies in color and tape," Mr. Skelton said. "This conviction has guided my decision to enter the business of television program production." The tape will be interchangeable with the 500 Ampex recorders now in operation. Much of the equipment is transistorized, saving space in the trucks.

New Producer • Red Skelton (seated) signs Ampex-GE contracts. Standing (l to r): Charles Luftig, his business manager; Robert Cochran, GE Los Angeles manager, broadcast equipment, and William Wallace of Ampex sales.

The price tag on a big story

Close to $2 million in money and time was devoted to tv-radio coverage of Premier Nikita Khrushchev's visit to the U.S. by the four radio and three television networks, tentative estimates indicated last week. Close to 35 hours of special network tv programs and 64 hours of special radio broadcasts were presented apart from the countless hours of inserts of varying lengths within regularly scheduled newscasts in both media.

Most of the networks were reluctant, or said their bookkeepers were not yet able, to give close estimates of costs in time and money. CBS-TV had the most complete figures. Its spokesmen estimated its 10 hours 51 minutes of special broadcasts represented approximately $250,000 in commercial time preempted, $400,000 in gross value of other time employed, and $50,000 in out-of-pocket or production costs. Luckier than the others, CBS-TV had a sponsor, Firestone Tire & Rubber, picking up the tab for eight of the special shows.

NBC declined to estimate time values or expenses, taking the position that this was public service which it should not seem to be capitalizing on by discussing it in terms of money. Broadly, however, it was thought that NBC-TV's toll would be comparable to CBS-TV's while that of ABC-TV, where figures were not immediately available, would be somewhat lower.

The value of radio network preemptions and noncommercial time allotments were even harder to figure. Their production coverage costs generally were believed to be included in those of their affiliated tv networks except in the case of Mutual, which has no tv network but estimated its out-of-pocket ran $30,500. Special coverage reported by the radio networks ranged from almost nine hours by ABC to more than 23 by Mutual.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

The Wonderful World... of your 6 to 8-year-old child

It's a busy, wonderful world for children 6 to 8 . . . and it will become more so as they "graduate" from home and begin to live on their own as primary graders.

The transition from home to school . . . filled as it is with new friends, new challenges... brings some of the most delightful moments of childhood.

Yet, the wider world which the 6 to 8-year-old child enters isn't always a smooth one . . . and the guidance, sympathy and reassurance of "moms" and "dads" can be just as vital as when your child was only a toddler.

Those early years at school, for instance, are often difficult. A child may become shy, timid, or worried even at the thought of going to a strange place. Such behavior is a signal to give reassurance . . . rather than pushing or prodding. With the right support, both at home and in school, youngsters usually make a good adjustment and gain in courage and confidence.

It's most important for parents to show enthusiastic interest in a youngster's school work. Take time to listen, to praise and to encourage—children thrive on it.

Even though your youngster may be the picture of health, don't neglect those safeguards that mean so much to healthy physical and emotional growth . . . especially regular medical and dental check-ups.

Be sure to ask your child's physician about any "booster" shots that may be needed to renew protection against polio, tetanus, diphtheria and other diseases.

Since your youngster will be away from you more and more, re-emphasize the importance of safety. Be sure to show your child where he should cross the street, and emphasize crossing only with the green light. Teach him to ride his bike safely. Explain why he should wash cuts and scratches promptly and apply sterile bandages.

Should your youngster have special difficulties with any of his studies, an examination should be made of the eyes and ears. Defects which can be corrected are often the cause of low grades and ultimate dislike of school.

Would you like to know more about how you can help your youngster grow, develop and learn? Then, send for Metropolitan's new booklet called "6 to 8—Years of Discovery."

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INSURANCE COMPANY
A MUTUAL COMPANY, 1 MADISON AVE., N. Y. 10, N. Y.

For the Picture of Pictures...
TAPE IT RCA!

GIVE YOUR TAPES

A TOUCH OF

RCA GENIUS!

The same genius and craftsmanship that pioneered in the development of television . . . from cameras to transmitters . . . has now conceived an advanced TV Tape Recorder. This is equipment that's compatible in every respect—you would hardly expect anything less from the leader in television. With the most precise adjustments possible on any tape recorder, recording and playback of tapes is inherently superior. Even tapes recorded on improperly aligned machines can be "optimized" in a few seconds while the tape is on the air. Newest arrival on the TV Tape scene, the RCA recorder offers many improvements over older designs . . . ingenious features which make it easy to get and keep pictures of superb quality . . . features such as *electronic quadrature adjustment, sync regeneration, four-channel playback equalization, built-in test equipment.* Don't settle for less than the best! See your RCA Representative. Or write to RCA, Dept. TR-3, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS

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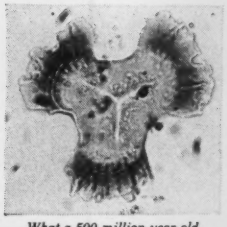
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Some pollen isn't to be sneezed at

...it may be clue to oil!



What a 500-million-year-old spore looks like magnified.

One of nature's most closely-guarded secrets is being unraveled today by the painstaking efforts of research scientists working with clues millions of years old, some dating back as far as 500 million years.

Scientists feel certain that vast supplies of oil lie undiscovered beneath the earth's surface. Only a few scattered and skimpy clues to its whereabouts exist. Fossils of plant and animal life are among the most important. But with the skill of an expert, nature has covered the trail well. In many areas, the better known fossils can't be found!

Constantly searching for new clues, science "detectives" in the laboratories of Pan American Petroleum Corporation, a Standard Oil affiliate, have turned to the invisible pollen and spores that fill the air to the discomfort of hay fever sufferers. (Spores are similar to pollen and also can cause hay fever symptoms.) But these pollen and spores no longer peril allergy victims, for they have been embedded in rock for millions of years.

These microscopic traces of plant life form the missing link, telling scientists the same story they normally get from the larger plant and animal fossils. Because of this new study, extensive areas, once passed over, have been opened to re-exploration. Scientists expect new oil discoveries will be made.

As the result of such trail-blazing research work America's proved underground oil reserves have grown larger, prices have remained reasonable, and America has been assured an adequate supply to keep its defenses strong.

WHAT MAKES A COMPANY A GOOD CITIZEN?

Responsibility for the future is inherent in good citizenship. One way a company can discharge this obligation is through research aimed at expanding America's resources and assuring future generations the benefits we enjoy today.

This is not a florist shop. It's a petroleum laboratory, and the plants are used to help find clues to oil deposits. Here Dr. A.T. Cross compares pollen of today's plants with fossil pollen that is more than 120 million years old.

100th ANNIVERSARY OF THE OIL INDUSTRY
1959
100th ANNIVERSARY OF STANDARD OIL CO.

STANDARD OIL COMPANY
(INDIANA)

STANDARD
THE SIGN OF PROGRESS...
THROUGH RESEARCH

IS TV TAPE LIVE OR FILM?

RTES panel gives new twist to old debate

The perpetual pros and cons over which is better programming, film or live, probably was buried for all time last week.

As expressed by speaker Robert Alan Aurthur, executive producer of NBC-TV's *Sunday Showcase* (period reserved for specials), "I've come not to praise live television nor destroy film but to bury both."

Mr. Aurthur was aided in the interment by Himan Brown, president of Production Center, New York, a production house that works with both film and tape.

Mr. Brown contended there is little live tv left on the networks anyhow except soap serials, the inference being that these didn't count very much anyway. Everything is on film, he intimated, interpreting video taping to be just another process of the film technique.

But it was on just this point that the debate took life. It was held at the Radio & Television Executives Society roundtable meeting Wednesday (Sept. 30) in New York.

Tape Not Film • Mr. Aurthur sharply disagreed that tape is just another film technique, confining his remarks to film on tv drama only. He stated flatly that he has yet to see a quality drama show on tv film, which he consigned to hardly a notch over "mediocrity . . . a comic strip or soap opera." He charged Hollywood, or more specifically the film maker, with putting out a tv product filled with "repetitive images" and an "internal cluttered sameness."

He placed tv film in the category of "all bad" because an "incredible" quantity of product is demanded and film producers are more intent on making money than in creating good dramatic programs.

Said Mr. Aurthur: "In a few years we'll all (film and live producers) be in tape. As for the film maker, once he's acquired mastery of tape, he'll still use film techniques and the product may be improved technically (and it's already a technical perfection, he observed) but still be just as 'bad' in program value as it is now."

Of "live" performances placed on tape, Mr. Brown said: "This is the film technique. Tape is used the same way, with long advance rehersal, retakes and taping out a sequence." A faster film process with good quality was his version of "taped live programs."

Live Is Dead • Live is passé, Mr. Brown observed, because too many things can go wrong in a live tv show which film or tape can avoid. Sound quality suffers (there's no controlled mix as in film or tape), pre-recording of some shows presents inherent dangers of lipping lyrics or lines ("heaven help you if your lips are out of sync") and tape or film become important in repeats (economics demands additional play of tv programs).

Mr. Brown praised the new Marconi Mark IV Image Orthicon camera. He said his firm had the cameras ordered and with them expected to scan an image with a 1,000 line definition which would be re-recorded on tape at the standard (U.S.) 525 lines (see page 84). To Mr. Brown, the camera development will provide "finer quality" pictures and "well-defined" or detailed tv tape.

The two production experts also differed on the practical use of tape in tv drama. Mr. Brown asserted that taped "quality drama" is not live but film because of time spent in rehearsal and in taping, a pattern he repeatedly likened to film making. He said "Moon and Sixpence" took three weeks to "film," was taped out of sequence and took "many days to edit."

Fast Taping • Mr. Aurthur had the opposite viewpoint, citing his experience with the two-part "What Makes Sammy Run?" special. He said it took only three hours to get 102 minutes of programming on tape.

Tv producers cannot "shoot a drama on tape as we would a movie," Mr. Aurthur persisted, because the production then will "get out of control" and the budget out of bounds. He noted, for example, that "Sammy" was produced at a cost of less than $285,000 for two hours of programming.

UA-TV first 6 mos.: gross of $4.5 million

Six months after producing its first film to show advertisers, United Artists Television Inc. grossed $4.5 million, Bruce Eells, UA-TV's executive vice president, told newsmen at United Artists' headquarters in New York last week.

The revenue came from three film series, two of which were sold to national advertisers. The two national sales accounted for more than $3.6 million, Mr. Eells said. The series are *The Dennis O'Keefe Show* sold to Olds-

Planners of a tv export program

Television's intention to crack trade restrictions on the sale of U.S. tv programs abroad (BROADCASTING, Sept. 21) gained momentum last week. William H. Fineshriber, most recently Screen Gems International vice president and before that with NBC, was named to a 10-week consultancy to lay the groundwork for "an association of American television program exporters."

MR. FINESHRIBER

Mr. Fineshriber was appointed by an industry committee which has been investigating the possibilities of overseas trade for the past year. The committee also announced appointment of George Muchnic, lawyer and former motion picture executive, as counsel.

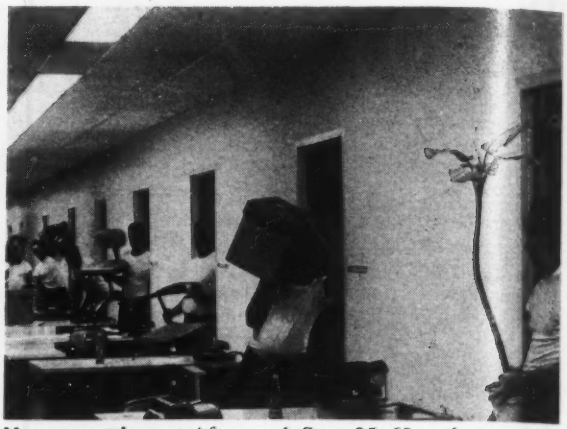
The immediate task for Messrs. Fineshriber and Muchnic will be to set up a framework within which a formal organization can operate. Their plan would then go before the committee which appointed them, which would in turn invite interested companies to form the actual organization. The job is complicated by legal intricacies involved in setting up an organization under the Webb-Pomerene Export Trade Act, which exempts associations for foreign trade from provisions of the antitrust laws.

Mr. Fineshriber emphasized last week that his work in the upcoming weeks would be concerned solely with these organizational steps, and that no overtures toward the work the organization would eventually perform would be made until (1) the export group is formally organized and (2) its objectives have been approved by the Federal Trade Commission. That body is charged with administering the Webb-Pomerene Act.

Merle Jones, president of the CBS Television Station Div. and temporary chairman of the export committee, had indicated several weeks ago that both an executive secretary and a full-time director would be hired to run the formal organization. Mr. Fineshriber's function would also include recommending personnel for those appointments.

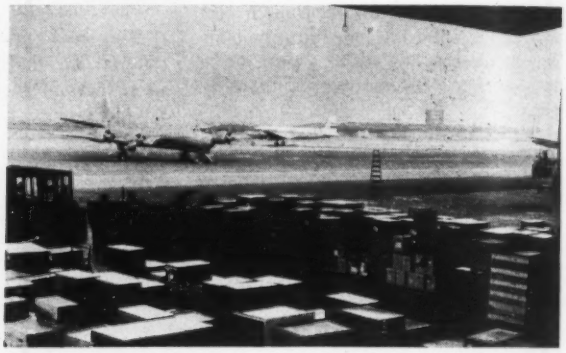
Mr. Fineshriber said he would establish an office in New York, probably this week. His deadline for submitting organizational plans: not later than early December.

Ready to go • NTA executives in New York on Sept. 25 kept their secretaries busy, just as they did any other day. Standing at their New York office doors (right to left): Sidney Kramer, Burton Lippman, Martin Roberts, Leon Peck, Martin Ratner, Mal Danheiser, Mildred Bonowitz.



Movers get busy • After work Sept. 25, 60 packers and 120 moving men invaded NTA's offices in the Coliseum Tower. Objective: to pack 151 desks, 75 business machines, typewriters, adding machines and calculators, 12 tons of promotional material and 450 files within a few hours.

Off to the airport • Trucking can be a slow operation in New York, even from a building as accessible as the Coliseum Tower. Loading, unloading and reloading were all part of the logistics problem in the giant move.



Ready to take wings • Tons of NTA's headquarters gear is momentarily spread throughout a big hangar at New York's LaGuardia Airport pending transfer to American Airlines' cargo planes for the big hop west.

IT'S MOVING DAY AT NTA

Headquarters operations are transferred from New York to Los Angeles on weekend

For the headquarters executives and key staff of National Telefilm Assoc., Friday, Sept. 25, was like any other day in New York—they commute to Grand Central, the uptown trek to the Coliseum Tower, 10 Columbus Circle.

NTA started off the new week on Monday morning, Sept. 28, just as it usually does too—but with a significant difference: the offices and people were now 3,000 miles from Manhattan, hanging up their hats in new quarters in Los Angeles. Here, too, is parent firm, National Theatres & Television Inc.

In one brief weekend, NTA had moved itself from the foot of Central Park to the foot of the Hollywood hills. It was described as the first transcontinental business airlift of its kind. The unique transfer was made in cooperation with American Airlines and the moving firm of Fisher & Bro., using facilities of Allied Van Lines Inc.

NTA's 30 key personnel and their families making the transfer flew to the West Coast on American Airlines' 707 Jets while the office files and furnishings cloud-hopped along on air freighters. Home furnishings were following on the ground in a caravan of 22 vans.

New headquarters address: 1837 South Vermont Ave., Los Angeles 54. Phone: Republic 1-4111.

NTA divisions moving west were NTA executive personnel, NTA International, creative film programming, advertising, promotion, research, public relations, accounting and legal.

NTA divisions remaining in New York: Telestudios, Program Sales, NTA Pictures and Owned and Operated Division.

Whoosh, by jet • Parakeet and tropical fish alight in Los Angeles with their mistresses, Virginia Zerbo (left) and Mari Cadigan. NTA also moved 58 other adults, 29 children, three dogs.

Time at a premium • While these men were funneling furnishings and files into the Coliseum Tower elevators in Manhattan, scores of other moving men were finishing the packing at 30 homes scattered about in Gotham, Brooklyn, the Bronx, Westchester and Long Island.

Come Monday, back to work • But the address is Los Angeles now instead of New York. Business continues as usual with no time lost. Standing (right to left): Leon Peck, Martin Roberts, Jack Gordon, Howard Singer, Burton Bastedo, Robert Shaw and Leon Brachman.

Down to earth again • Nine of NTA's 13 headquarters divisions rest on solid ground again at Los Angeles International Airport and are moved off to the new offices. NTA executives, headed by Oliver Unger, president; Harold Goldman, president of subsidiary NTA International, and Mort Abrahams, NTA creative programming director, were greeted at the airport by stars who are featured in the various NTA tv film series, plus Indians and bagpipers.

Keep it, or throw it away? • Decisions, decisions, always decisions. But that's what executives are for, muses Harold Goldman, NTA International president, while packing in New York.

Now did I or didn't I? • Throw it away, I mean. Part of it's here. Where's the rest? Mr. Goldman sorts it all out as he unpacks in Los Angeles. Secretary Betty Goldsmith helps.

So we've moved • But there's more. B. Gerald Cantor (l), NT&T board chairman, shows NTA President Unger new Beverly Hills building plans. Present offices? Temporary.

mobile, on CBS-TV Tuesdays, and *The Troubleshooters* sold to Philip Morris (Marlboro cigarettes) on NBC-TV Fridays. Agencies were Leo Burnett for Philip Morris and D. P. Brother for Oldsmobile.

The third series, *Tales of the Vikings*, UA-TV's first program in syndication, brought in over $750,000 in gross sales over a 45-day period.

Mr. Eells projected a sales total of $9 million for the 12-month period ending in March of next year. This sum, he explained, "will come exclusively from domestic sales of newly-created film product and is based on business accomplished during our first six months of selling as well as our plans for the next half year."

More Network Sales • Two new series will be forthcoming from UA-TV: *Hudson's Bay* and *Miami Undercover*. Both, Mr. Eells said, may be sold nationally for network play. But in any event, the UA-TV head told newsmen that a "number" of additional properties are in development and from these projected series at least two more will be in syndication before next March.

United Artists-TV aim to produce about six series each year, expending about $11 million to develop and produce the properties. Mr. Eells also pointed out that he had never offered *Vikings* to network sponsors because it "missed the sales season" and thus placed in syndication in mid-August.

On activity abroad, Mr. Eells said *Vikings* ought to "make money for United Artists over the next 10 years via domestic and foreign sales." This series first will be dubbed in French and later in Spanish.

Mr. Eells said Norman Katz, director of foreign operations of United Artists Associated, also would head UA-TV's activity abroad. This was confirmed later by a formal announcement from United Artists that Mr. Katz would handle foreign tv sales of United Artists features and will switch his headquarters from London to New York.

ON RADIO

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Oct. 5-9, 12-14 (6:30-7 a.m.) **Continental Classroom.**

Oct. 5-9, 12-14 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Oct. 5, 12 (10-11 p.m.) **Steve Allen Show,** Plymouth through N.W. Ayer.

Oct. 6, 13 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Oct. 6, 13 (9:30-11 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Oct. 7, 14 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman Craig & Kummel.

Oct. 7, 14 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 8 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Oct. 9 (8:30-9:30 p.m.) **Bell Telephone Hour,** AT&T through N.W. Ayer & Son.

Oct. 10 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Oct. 10 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox-Reeves and Borden through Benton & Bowles.

Oct. 10 (7:30-8:30 p.m.) **Bonanza,** Liggett & Myers through Dancer-Fitzgerald-Sample.

Oct. 11 (8-9 p.m.) **Milton Berle Special,** Zerex through BBDO and Warner Lambert.

Oct. 11 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Buckeye expands, gets Caravel Films

In an another expansion move in the entertainment field by the Buckeye Corp., New York, the company last week announced the acquisition of Caravel Films Inc., producer of tv film commercials and industrial films. Caravel has been merged with Transfilm Inc., New York, a tv film-industrial motion picture company, which Buckeye purchased earlier this year, to form Transfilm-Caravel.

Buckeye, which is a manufacturer of egg incubators, tents and garden equipment, entered the entertainment field in early 1959 by purchasing Flamingo Telefilm Sales, New York distributor of tv programs, and Pyramid Productions, tv film producer, in addition to Transfilm.

William Miesegaes, president of Transfilm, will serve in that capacity for the merged Transfilm-Caravel, while David Pincus, Caravel president, becomes senior vice president. Michael A. Palma, executive vice president, and Thomas Whitesell, vice president in charge of motion picture production respectively of Transfilm, and Calhoun McKean, vice president of Caravel, will continue in their posts with the newly-formed company. Executive office of the firm will be at the Transfilm Bldg., 35 W. 45th St., New York, 36, N.Y.

Less diversion, more news on NBC Radio?

NBC Radio affiliates last week were expecting news from network headquarters. Reports that management was considering significant changes in the network's program operational structure were echoing through Madison Avenue, and the word was beginning to spread. The affiliates didn't know quite what to expect, but it was evident that something was coming. Some were prepared for departures akin to the ultimate: elimination of virtually all network programming except news, news commentary and, probably, the *Monitor* service.

Informed observers didn't expect it to go that far—or stop that short. NBC officials were on record as saying no programming cutback was currently contemplated. But NBC spokesmen also acknowledged that affiliates had been asking for wider use of NBC's news facilities and for less rigidity in the handling of network entertainment programs, whose local appeal varies market to market and which affiliates therefore would like to schedule according to their local needs. NBC officials said "various approaches" to both these things, especially the expansion and diversification of news service, would be discussed with the Affiliates Executive Committee Oct. 15. It was emphasized several times that no single plan had been concretely fixed, pending the session with affiliates.

Against this background, observers and amateur logicians tried to devise possibilities that would reconcile all the varying reports within one package. The nearest they came was speculation—not endorsed by NBC—that (1) news service (present and expanded) and probably *Monitor* would be the backbone of network programming, while (2) entertainment programs would be continued, but with affiliates allowed to pick and choose and, quite possibly, required to pay for this service if they used it.

This elaborately constructed hypothesis, or some variation of it, was thus seen as NBC's possible answer to CBS Radio's Program Consolidation Plan. There seemed good reason to doubt, however, that NBC would follow PCP's lead in substituting programs for money as the basic medium of compensation. But on this, too, officials held strict silence, saying only that several approaches to the programming question would be discussed when they met with the affiliates committee, headed by George Harvey of WFLA Tampa. One of them ventured confidently, however, that the affiliates would be glad to hear what they hear when they do hear it.

ALMOST EVERYBODY IN PROVIDENCE CAME TO WJAR-TV's 10th ANNIVERSARY PARTY!

WJAR-TV · CHANNEL 10 · PROVIDENCE, R.I. · NBC · ABC · REPRESENTED BY EDWARD PETRY & CO., INC.

BRITISH MARK IV IMPORTED

Ampex to distribute foreign tv camera superiority over U. S. models exhibited

Ampex Corp., Redwood City, Calif., has taken on U. S. distributorship of the British-made Marconi Mark IV camera, which features a 4½-inch image-orthicon tube. It will be marketed as a companion to Ampex' Videotape recorder.

Demonstrated Wednesday (Sept 30) at a press preview at Videotape Center in New York, the Marconi Mark IV was pitted against the standard U. S. camera with its three-inch image orthicon tube. The British import clearly showed improved picture quality, as well as greater ease of operation.

First introduced 2½ years ago in the Mark III camera made by Marconi's Wireless Telegraph Co. Ltd., the 50% larger image-orthicon tube assures more life-like quality than U. S. viewers are accustomed to seeing on their sets. Among its advantages is that the quality stands up longer in tapes produced in quantity when the first tape is made from the Marconi camera, according to Tom Davis, marketing manager for Ampex Professional Products Div.

Convertible Standards • Among the Mark IV's flexibility features, Mr. Davis pointed out, is its "inter-switch" device to convert from 525 (American) to 405 (British) or 625 (Continental) tv standards. The quick-change switch, to change instantly among standards, is an optional feature that can be ordered with the camera or added at a later date, he said. The importance of this feature is seen in the economic reality of international syndication of taped programs.

Other quality improvement features singled out in the smaller and lighter Mark IV include; no distortion; no positive, inherent shading problems; up to 6 DB better ratio of signal to noise; remote control of all electronic variables, freeing the cemeraman to concentrate on picture artistry, and an automatic iris operating all lenses on the turret not only remotely, but simultaneously and uniformaly.

Ampex also announced that parts for the Marconi camera and factory-trained servicemen will be available at all Ampex supply depots in the U. S. Initial cost of the camera will run about 10% more than the U. S. made three-inch I-O camera, including duty charges, Mr. Davis said.

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Who Knows Most About 241,000 Negroes In Memphis?
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Two win NEC award for scatter fm study

Two representatives of Canadian Westinghouse Co. Ltd. will be honored with the National Electronics Conference annual award in Chicago Oct. 12 for a joint technical paper on fm scatter systems.

A. J. Buxton and M. O. Felix will receive $500 and certificates for the best among 100 papers to be offered during NEC's 15th convention and exhibit at the Sherman Hotel Oct. 12-15. It was judged the best in terms of "scholarship, originality, significance and clarity."

Messrs. Buxton and Felix are co-inventors of a method to improve scatter communications systems using frequency compression by reducing undesirable noise. Scatter projects currently are being undertaken for the U.S. Air Force, Royal Canadian Air Force and Supreme Headquarters Allied Powers in Europe.

Various facets of psychological warfare will be explored by a Defense Dept. representative during the conference. Discussing the subject at an Oct. 14 luncheon will be Dr. F. C. A. Kraemer, department chief of civil affairs. Earlier (Oct. 12) Dr. John C. Green, director of the Dept. of Commerce's Office of Technical Services, will talk on the problem of "exploding information." Space electronics and television will be among other topics covered at the conference.

The annual meeting and exhibit is sponsored by the American Institute of Electrical Engineers, Institute of Radio Engineers, Illinois Institute of Technology, U. of Illinois and Northwestern U. Participants: Electronic Industries Assn., Society of Motion Picture and Television Engineers, and Michigan State, Michigan, Purdue, Wisconsin, Notre Dame and Wayne State U's.

Engineers hear doubts about Land color tv

A strong skepticism that the Land technique—the use of two colors to infer in the viewer's eye a third color—could be applied to color tv was voiced by Dr. William L. Hughes, Iowa State U., before a meeting of the Professional Group on Broadcasting, IRE, and the American Institute of Electrical Engineers. The joint meeting took place Sept. 25-26 in Washington.

After demonstrating the Land technique, where three color visuals result from two-color negatives, Dr. Hughes expressed the view that this system results in a three-color image "not too faithful to the original for color tv."

The system does indicate, he said, that complementary colors are stimulated by the eye and mind. He added that variations in intensity also have the effect of shifting observed colors above or below a color complementary axis. Dr. Hughes showed these effects in a series of slide demonstrations.

The meeting also heard Washington attorney Andrew G. Haley on space communications. Mr. Haley reported on current deliberations in Geneva by the International Radio Conference on requests for space frequencies.

The Scott Helt award was made to Dr. Alfred H. LaGrone, U. of Texas, for his work in devising a theory for forecasting television service fields.

• Technical topics

Ampex sales • Shipment of 25 Videotape recorders between Sept. 15 and Oct. 1 was reported Oct. 2 by Ampex Corp. There are now 142 tv stations equipped with Ampex vtr machines, 41 with two or more tv tape recorders.

Introducing

Roy Acuff's OPEN HOUSE

A brand new, syndicated telefilm series of 39 one-half hour shows, with ROY ACUFF—Master Showman and Undisputed King of Country Music—as Host—and featuring the Fabulous Wilburn Brothers—Blonde, Beautiful Miss June Webb—the Riotous Smoky Mountain Boys—the Open House Square Dancers—Guest Stars Galore.

A Powerhouse of fast-moving Town and Country Music, comedy and dancing to SELL YOUR CLIENT'S PRODUCT from Madison Avenue to Main Street!

Decorative Miss June Webb fairly "melts" a song.

Teddy and Doyle, the handsome "Wilburn Brothers."

Madcap antics by Grandpap and Bashful Brother Oswald.

Roy and June kibitz on Oswald's banjo pickin'.

Alabama Belles—Connie Ellis and Melba Montgomery.

"Laughin' It Up!" A typical moment at "Open House".

Here is the answer to the television fan's recurrent plea for first-rate Country and Western musical fare. "Open House" packs *more music* into 30 action-filled minutes* than any other syndicated show—is notable also for its freshness, gigantic cast and unusually high film quality.

*26:30 min. actual time

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- ☐ Is the "Roy Acuff Open House" telefilm series still available for this market?
- ☐ Please furnish us complete information about "Roy Acuff's Open House".
- ☐ May we see an audition print of "Roy Acuff's Open House"?

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Title ..... Station .....

Address .....

City ..... Zone..... State .....

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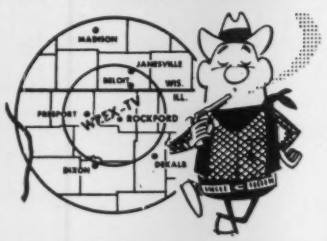

YES, STRAIGHT SHOOTIN' RIGHT INTO 365,000 HOMES IN THE HEART OF MID•AMERICA'S AGRICULTURAL AND INDUSTRIAL MARKETS

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WREX-TV
CHANNEL 13 ROCKFORD

Mack-Whiteside appeal denied

Defense counsel for former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside are undecided whether to ask for a rehearing of their latest move for acquittal or to carry their appeal to the U.S. Supreme Court, Nicholas J. Chase, Mr. Mack's attorney, said last week.

Mr. Chase offered this comment after a three-judge panel of the U.S. Court of Appeals in Washington turned down the defense appeal of U.S. District Court Judge Burnita S. Matthews' denial of a move for acquittal. He added that even if defense counsel does not ask for a rehearing by the full nine-member appeals court or does not appeal to the Supreme Court, it probably will ask for a change of venue to Florida.

The criminal conspiracy case is set for retrial by Judge Charles F. McLaughlin of the U.S. District Court in Washington beginning Nov. 3, but could be delayed by defense moves. The first trial of Messrs. Mack and Whiteside ran 14 weeks from April to July 1959 and ended with a hung jury. The defense appeal followed Judge Matthews' refusal to acquit, with counsel holding a new trial should not have been ordered. Chief Judge E. Barrett Prettyman and Judges Henry W. Edgerton and Wilbur K. Miller of the appeals court said such an interpretation of law "was not so intended and cannot be so read."

Any delay in the Mack-Whiteside trial probably would hold up the FCC's rehearing of the Miami ch. 7 and Orlando ch. 9 cases, which are postponed pending retrial of the criminal case because they both involve allegations of off-the-record contact by parties with FCC members during Mr. Mack's tenure on the FCC.

Messrs. Mack and Whiteside are charged with conspiring to obtain the grant of ch. 10 in Miami for Public Service Tv Inc., a subsidiary of National Airlines.

WRCV hearing date

The FCC last week postponed for one week an oral argument in the Philco vs. NBC case—whereby Philco is protesting the license renewals of NBC's Philadelphia stations (WRCV - AM - TV). Originally scheduled for Oct. 1, the Commission rescheduled the argument to Oct. 8 at 2:15 p.m. This will be held before the full Commission in Washington.

Philco's protest is based on the charge that NBC ownership of the Philadelphia stations is an unfair competitive advantage over Philco since the stations are identified as a service of RCA. The tv station was originally put on the air by Philco. It later was sold to Westinghouse. Westinghouse, in turn, swapped the Philadelphia radio and tv properties for NBC's Cleveland stations plus $3 million.

This was the subject of a consent decree filed by NBC-RCA and the Justice Dept. two weeks ago whereby NBC is required to dispose of the Philadelphia properties among other provisions (BROADCASTING, Sept. 28). The government's basic charge was that NBC coerced Westinghouse into agreeing to make the exchange by threatening to withdraw or refuse network affiliation.

FBA panel discusses equal time problems

The meaning of the new political broadcasting law, whether is should go further and administrative problems in its enforcement were discussed by a five-man panel of industry and government experts Sept. 25 at the annual convention of the Federal Bar Assn. in Washington.

An amendment passed by the 86th Congress exempted certain types of news programs from Sec. 315 of the Communications Act (BROADCASTING, Sept. 7).

FCC Comr. Frederick W. Ford said that the law abolished legislative basis for the FCC decision that candidates are qualified to equal time when an opponent appears on a news show. He said, however, that under the old law he did not see how the FCC could have reached any other decision. Comr. Ford felt the amendment will be harder for the Commission to administer because the legislative history leaves several things unclear.

CBS Vice President Richard Salant said that his network and all broadcasters are determined to be fair to all candidates during future elections. He said efforts toward repeal of Sec. 315 are in the future but for the present CBS would devote its efforts to proving that 70 House members who voted against the measure are wrong.

Douglas Anello, NAB chief attorney, said that he was disappointed in the legislation because so little consideration was given to outright repeal of the equal time law. He said small stations are going to face big problems under the law which the networks will not encounter. The bill does not give stations a new "freedom," he maintained, be-

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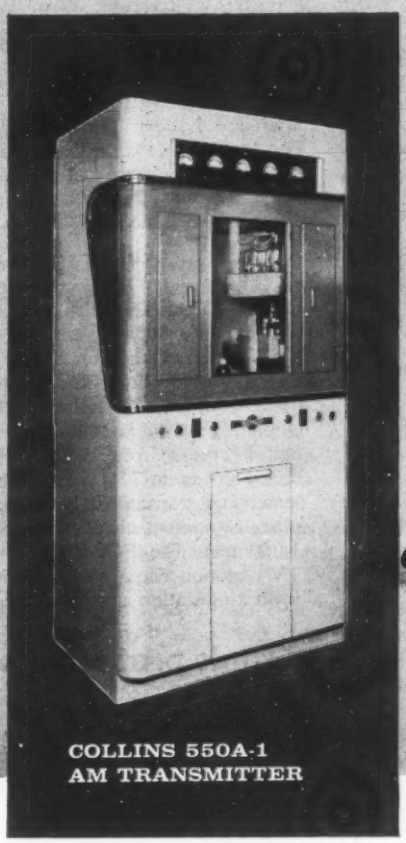

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Collins transmitters give high quality broadcast operation. Clear, sharp signals and low distortion assure high fidelity transmission.

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cause coverage of the news is their jobs.

Richard Solomon, former FCC associate general counsel and now with the Antitrust Div. of the Justice Dept., explained Justice's reasons for intervening in the case at the FCC. He said that it is fair to say broadcasters are on "probation" and that if they do not "behave," a stronger law rather than repeal will be the result.

Washington attorney John L. Rauh Jr. advocated a law requiring radio-tv stations to give candidates free political time. He said money is the determining factor between candidates and that a candidate's ability or inability to buy time should be taken out of elections. Stations now have an obligation to give free time under the fairness doctrine, he said.

Initial tv decisions on Farmington, Eugene

FCC initial decisions were issued last week for vhf stations in Farmington, N.M., and Eugene, Ore. Hearing Examiner Elizabeth C. Smith recommended that Farmington ch. 12 be granted to Farmington Broadcasting Co. following a merger of that applicant with competitor Four Corners Broadcasting Co.

Under the merger agreement, Four Corners stockholders were given an option to purchase 50% of the Farmington stock. Cloyed O. Kendrick is president of Farmington Broadcasting and Wade Beavers is president of Four Corners.

Hearing Examiner Thomas H. Donahue recommended that Eugene ch. 9 go to Liberty Tv Inc. and denied the competing application of KEED Eugene. Mr. Donahue stated that KEED and KDON Salinas, Calif.—formerly owned by KEED president Glen M. Stadler—had misrepresented their programming logs to the FCC. He said Liberty, whose principals have no past broadcast experience, is preferred over "an applicant experienced in broadcasting but with a bad record."

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Am processing list

The FCC has announced a new list of 54 standard broadcasting station applications which will come up for processing Oct. 31. The list begins with the application of KSAM Huntsville, Tex., for increased power (BP-12238). The Commission said that any application which must be considered with these 54 must be filed no later than the close of FCC business Oct. 30. The complete list of pending applications due for consideration at the end of this month is published in FOR THE RECORD, page 109.

SEC seeks to halt sale of Guild stock

Hal Roach Jr., Guild Films and two California banks were called into federal court in New York last week by the Securities & Exchange Commission. The charge involved selling Guild Films stock without registering it with the SEC.

The stock in question was given to the banks by Mr. Roach as collateral on a $125,000 loan, which dates back to September 1958. The banks—the Santa Monica bank and the Southwest Bank of Inglewood—sought to sell it after Mr. Roach defaulted on his loan. (Mr. Roach had secured the loan initially with stock in F.L. Jacobs Co., but substituted the Guild shares after trading in F. L. Jacobs was suspended on the New York Stock Exchange.)

Mr. Roach obtained the stock in February this year as part of a deal in which he was to give Guild five film series in return for 400,000 shares, plus $700,000, plus payment of other Roach obligation to several financial companies (BROADCASTING, Feb. 23). Guild Films said last week that it had never received the films, which are tied up in the legal affairs of Mr. Roach and his erstwhile business associate, A. I. Guterma.

The Guild stock given to Mr. Roach was marked "for investment only" and could not be transferred. After the loan default, the California banks secured an order from the New York State Supreme Court saying that the shares were "free stock and could be sold." The SEC challenges validity of this ruling in seeking to halt further disposition of the shares (9,500 of the 50,000 have already been sold).

• Government notes

Four city identity • A four-city identification has been approved for ch. 10 KWRB-TV Riverton, Wyo. With approval of all but one FCC commissioner (Comr. Robert T. Bartley), the ch. 10 station received permission to identify itself also with Thermopolis, Worland and Lander. Dual-city identification has become common recently, and tri-city identities are not unknown, but this is the first whereby a station is permitted to associate itself with four cities.

Hearing on KSWO-TV move • The FCC has ordered a hearing, after a protest by KFDX-TV Wichita Falls, Tex. (ch. 3), on a July 29 grant to KWSO-TV Lawton, Okla. (ch. 7), to change transmitter location from 4 miles east of Lawton and 49 miles northeast of Wichita Falls to 32 miles from Lawton and 49 miles from Wichita Falls, increase power to 316 visual, change antenna and transmitter types and make other equipment changes, with antenna 1,050 feet. The FCC rejected KFDX-TV's motion for a stay and made the protesting station a party to the hearing.

Frank protest denied

The FCC Wednesday (Sept. 30) announced that it has directed the staff to prepare a decision denying the protest of Nathan Frank (owner of WNBE-TV New Bern, N.C.) asking for reconsideration and stay of the grant of ch. 13 to WVEC-TV Hampton, Va. WNBE-TV formerly was authorized ch. 13, which was shifted to the Hampton area, and Mr. Frank's outlet was assigned ch. 12.

It was reported that Mr. Frank has been unable to secure a transmitter site the necessary 120 miles from adjacent ch. 13. WNBE-TV has never been on the air on either channel. WVEC-TV, owned by Peninsula Broadcasting Corp., formerly operated on ch. 15 and received the vhf channel after a merger agreement for ch. 13.

FATES & FORTUNES

Broadcast Advertising

MR. TARCHER

• JACK D. TARCHER, senior vp at Lennen & Newell, N.Y., for three years, resigns to join Doyle Dane Bernbach, that city, in executive and administrative capacity. His exact title has not been determined. Mr. Tarcher, in advertising over 25 years, earlier had been in executive posts with Biow Co. and Cecil & Presbrey, both New York, and had been president of his own agency, J. D. Tarcher Co.

• GEORGE GOODLETT, account supervisor on Lever Bros. Imperial margarine and Angostura-Wuppermann Corp. at Foote, Cone & Belding, N.Y., named vp. Prior to joining FC&B in 1958 he was senior account executive at Young & Rubicam. WILLIAM H. BAMBRICK, account executive on Lever Bros. and Pepsodent at FC&B, also appointed vp. He was formerly with program and research staff of McCann-Erickson.

• HAROLD MILLER, associate media director of Benton & Bowles, N.Y., elected vp. He joined B&B in 1954 as media analysis manager.

• DON WEILL, formerly vp at Benton & Bowles, N.Y., to D'Arcy Adv., that city, as vp and account supervisor.

• GERALD F. SELINGER, formerly executive vp of Lee Ramsdell & Co., Philadelphia, opens agency bearing his name in Barclay Bldg., 1 Belmont Ave., Bala-Cynwyd, Pa. Phone Trinity 8-8300. JOHN P. KING, formerly merchandising director of consumer accounts at Ramsdell, joins Selinger agency.

• WALLACE H. LANCTON, associate media supervisor at Product Services Inc., N.Y., elected vp and board member.

• DAVID G. LYON, former senior vp at Cecil & Presbry, N.Y., announces opening his own advertising and marketing service at Hillspoint Rd., Westport, Conn. Phone Capitol 7-8000.

MR. JAMES

• HAL JAMES, formerly vp and director of radio-tv at Doherty, Clifford, Steers & Shenfield, N.Y., joins Robert C. Durham Assoc. (agency counsellors), that city, as partner, with principal interests in radio-tv consulting area.

• J. DAVIS DANFORTH, executive vp of BBDO, N.Y., and immediate past chairman of American Assn. of Advertising Agencies, named chairman of Advertising Federation of America's finance committee.

• ANTHONY S. GEE resigns as media director of Erwin Wasey, Ruthrauff & Ryan, N.Y., to work in psychology. He is succeeded by MARVIN RICHFIELD, formerly media supervisor with Warwick & Legler, N.Y.

• ALLAN J. MOLL, manager of Los Angeles office of Frank B. Sawdon Inc., New York agency, elected vp.

• CHARLES A. HINMAN appointed institutional product manager of Quaker Oats Co., Chicago. He was previously assistant manager of company's eastern region.

• LYLE C. ABBOTT, formerly member of board and vp, agricultural division, Klau-Van Pietersom-Dunlap, Milwaukee, joins Gardner Adv., St. Louis, in executive capacity, initially assigned to agricultural accounts.

• THOMAS P. WRIGHT, vp of Tucker Wayne & Co., Atlanta, named manager of agency's new office in Prudential Bldg., Jacksonville, Fla. Phone Exbrook 8-1524.

MR. LAWS

• ROBERT F. LAWS, vp of Eisaman-Johns Adv., L.A., and previously western sales manager of radio and tv with ABC, elected principal in that agency with company name being changed to Eisaman, Johns & Laws. Before joining E-J, Mr. Laws operated his own agency in that city.

• JAMES C. NELSON JR., creative director and account executive, and HAROLD H. MARQUIS JR., merchandising director and account executive, appointed vps of Hoefer, Dieterich & Brown, S. F.

• TIMOTHY C. NORTON, account executive with Wentzel & Fluge, Chicago, appointed advertising manager of Otoe Food Products Co., Nebraska City, Neb., manufacturer of Morton House canned food.

• WILLIAM M. NAGLER promoted from account executive to account supervisor in Chicago office of Young & Rubicam.

• EDWIN T. MORGAN, production manager of radio-tv department of Erwin Wasey, Ruthrauff & Ryan, L. A., promoted to new post of assistant director of that department.

• JAMES SCHMIDT, copywriter with Kenyon & Eckhardt on special assignments in New York and other offices, named associate creative supervisor at K&E, Chicago.

MR. CANNON

• CAL CANNON, general manager of KIEV Glendale, Calif., for past 13 years, opens agency bearing his name in that city at 110 West Broadway. Phone Chapman 5-5522. KAY HUTTO, formerly with NBC, appointed chief timebuyer and secretary.

• EDWARD TORGERSEN, senior copywriter at McCann-Erickson, N.Y., for past five years, appointed creative supervisor on Schick Safety Razor at Compton Adv., Los Angeles office.

• GENE M. BROWN, press relations manager of Olin Mathieson Chemical Corp, N.Y., appointed public relations director.

• THOMAS L. BLOSL rejoins Botsford, Constantine & Gardner, Seattle, as radio-tv director. He was promotion director of KIRO-TV, that city, for past year and was previously assistant production manager of agency.

• DAVID MCCONAUGHY, marketing analyst at McCann-Erickson, Cleveland, to Westclox Div. of General Time Corp., La Salle, Ill., as market research manager.

• JAMES W. COOK, vp-marketing at American Telephone and Telegraph Co., named public relations vp. He is succeeded by GORDON N. THAYER, operating vp of Ohio Bell Telephone Co.

• NORMAN W. LEVALLY, 54, vp of Leo Burnett Co. and veteran Chicago advertising executive, died Sept. 22 in Land O' Lakes, Wis. Mr. Levally joined Burnett in 1940 from Frigidaire Div. of General Motors Corp. In 1946 he formed Shaw-Levally, advertising agency, and later was partner in Sheriff-Levally. He returned to Burnett in 1954.

• GERALD M. LOWERY joins Keyes, Martin & Co., Springfield, N.J., as technical copywriter and client contact. He was formerly with Fuller & Smith & Ross, Pittsburgh, in similar capacity on Westinghouse account.

MR. NELSON

• RAYMOND EVERETT NELSON, 52, manager of New York office of Gregory & House & Jansen, Cleveland agency, died Sept. 25 in New York. He had been eastern production manager of NBC, then program executive of MBS. He later joined Charles M. Storm agency as vp and director of radio-tv, Keystone Adv., and then

formed Nelson Productions Inc., which provided agencies with production and promotional services. Mr. Nelson was also vp of National Telefilm for four years, starting its tv network, and at one time was in charge of WNTA-AM-FM Newark. He was a founder and first vp of American Television Society.

• RICHARD H. MAASS, formerly advertising and sales promotion manager of Seabrook Farms, Seabrook, N.J., joins Breast-O'-Chicken Tuna, San Diego, as eastern division sales manager, with additional responsibility for Purr cat food sales in that division.

• PAUL SCHRIMPF, formerly farm service director of WDAF Kansas City under name of Paul Vogel, to Merritt Owens Adv., that city, as farm director and account executive.

• ROBERT H. HIGGINS, formerly western sales manager of Wm. Underwood Co. (canned foods), Watertown, Mass., to Kenyon & Eckhardt, Boston, as account executive.

The Media

• WILBUR M. FROMM, manager of advertising and promotion with NBC Spot Sales, N.Y., appointed manager of new business and promotion department.

MR. HEFFNER

• RICHARD D. HEFFNER, director of information services for CBS - owned radio stations, appointed by CBS Editorial Board to additional duties of editorial consultant. Mr. Heffner, who now becomes member of CBS Corporate Affairs staff, will function under general supervision of network's editorial board and will be available to assist CBS-owned radio and tv stations in their editorial efforts.

MR. CRANTON

• HAROLD S. CRANTON appointed director of advertising and promotion for Metropolitan Broadcasting Corp., N.Y. He had served in similar capacity with ABC, that city, as well as in post of sales development and research director. Mr. Cranton was previously with NBC-TV as supervisor of sales presentation and with RAB as assistant director of national promotion. Metropolitan stations are WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK Cleveland.

• WALTER B. LAKE, manager of Daren McGavren Co.'s Los Angeles office, named vp.

• DAVID W. GOTTLIEB has been named general manager of Lee radio-tv stations and newspapers, president Lee P. Loomis announces. Mr. Gottlieb was formerly business manager of *Davenport* (Iowa) *Democrat* and *Times*, Lee papers. Mr. Loomis also announced that headquarters for Lee stations and newspapers have been shifted from Mason City, Iowa, to Davenport. Lee stations are KGLO-AM-FM-TV Mason City; KHQA-TV Hannibal, Mo.; WMTV (TV) Madison, Wis.; WTAD-AM-FM Quincy, Ill.; 41% of WKBT (TV) La Crosse, Wis., with minority interests in WIBA Madison and KFAB Omaha.

• DEL MURRY, account executive with Botsford, Constantine & Gardner, San Francisco, named general sales manager of KYA, that city. Previously director of advertising and merchandising for Dr. Pepper Co., Dallas, Mr. Murry joined BC&G some 10 years ago. He has been account supervisor on Plymouth Dealers Assn. and other accounts.

MR. SILVERSTEIN

• LOU SILVERSTEIN promoted from assistant general manager of KSDO San Diego to station manager. He was previously assistant general manager of KBUZ Phoenix, Ariz. Those stations comprise Gordon Broadcasting Co. SAM RIDDLE moves from KBUZ to KSDO as program director. DICK VENTURINO, formerly with KCUB Tucson, Ariz., named program director of Gordon stations. JOHNNY MILES, formerly of KTSM El Paso, Tex., appointed KBUZ program director.

• RAY C. BROWN appointed director of station relations for Tri-Buy radio stations (KFOX Long Beach; KSON San Diego and KITO San Bernardino, all California).

MR. PEEBLES

• ROBERT M. PEEBLES, vp and general manager of WKNY-AM-TV Kingston, named station manager of WROW Albany, both New York, succeeding GEORGE M. PERKINS, who has been appointed executive assistant to vp and general manager of WROW and WTEN(TV) Albany, Thomas S. Murphy.

• RUDI NEUBAUER, sales manager of WMAQ Chicago since 1951 will retire in November. He started with NBC Chicago operations in June 1929, worked as spot and local radio sales-

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "Greenville Mill, Division of Mohasco Industries, Inc.", Greenville, Mississippi, Manufacturers of the finest carpets and rugs.

man from 1942, and went to NBC Radio Network Sales in 1949.

• IRA G. DELUMEN, sales service manager of operations department of CBS-TV Production Sales in New York, named eastern sales manager. JOSEPH D. MANETTA, unit manager for CBS-TV specials, and PAUL WILSON, administrative manager of design services in network's production operations department, named executive producer and business manager, respectively, of that division.

• LEE DOLNICK, promotion director and account executive with WITI-TV Milwaukee, appointed local sales manager.

• GRAEME ZIMMER, national sales director of Continental Broadcasting (station representative firm, owned by Rollins Broadcasting Co.) for past five years, elected vp of both Continental and parent company.

• HUNT STROMBERG JR., director of program development and planning, CBS-TV Hollywood, named director of programs, development and WILLIAM SELF, executive producer, appointed director of programs, administration, in re-organization of department. Under new set-up, Mr. Self will devote full time to supervision of both live and film network programs regularly scheduled out of Hollywood; Mr. Stromberg will concentrate on new and expanded program plans.

• ROBERT FLANIGAN, with sales staff of John E. Pearson Co., station rep., Chicago, named midwest manager succeeding JAMES BOWDEN who resigns to devote time to station ownership. JON FARMER, formerly air personality and salesman with WAGA-AM-TV Atlanta joins Pearson's office in that city, as head of southeastern territory. He succeeds ROBERT M. BAIRD, who joins Blackburn & Co., media broker, in Atlanta.

• WARREN RASHLEIGH, formerly news director of KAKE Wichita, Kans., to KNOT Prescott, Ariz., as sales manager.

• BYINGTON F. COLVIG, formerly with Chicago office staff of CBS Spot Sales and JOSEPH RANK, sales service manager at Blair-Tv, L.A., named tv account executives with latter firm. RICHARD THACKER, formerly with ABC, Hollywood, succeeds Mr. Rank. All three appointees report to David Lundy, head of tv sales for Blair in Los Angeles area.

• C. G. CONDRA, manager of KWON Bartlesville, Okla., to KZEY Tyler, Tex., in similar capacity.

• THOMAS F. MCCOLLUM, director of sales promotion and merchandising with WLEE and WXEX-TV Petersburg-Richmond, Va., named operations manager of WXEX-TV.

First slate • Officers of the new National Assn. of Fm Broadcasters get best wishes for success from NAB President HAROLD FELLOWS (second from left) at their organizational meeting two weeks ago (BROADCASTING, Sept. 28). The group (l to r): T. MITCHELL HASTINGS JR., Concert Network Inc., Boston, NAFMB executive vice president; Mr. Fellows; Association Secretary FRANK KNORR JR., WPKN Tampa; NAFMB President FRED RABELL, KITT San Diego, and BILL TOMBERLIN, treasurer of NAFMB.

• EDWARD A. WARREN promoted from head of film department to program manager of WGN-TV Chicago. He succeeds ALEXANDER FIELD JR., appointed manager of WGN-AM-TV's new public affairs department. Mr. Warren formerly was with WCAU-TV Philadelphia and WNDU-TV South Bend, Ind.

• BILL PALMER, senior accountant of Price Waterhouse, specializing in motion picture and tv examinations and studies, named business manager of KTLA(TV) Los Angeles. He succeeds STAN WAINER, named financial vp and secretary of Royal Industries, electronics firm.

MR. MANN

• CALVIN H. MANN, assistant manager of KVOS Bellingham, Wash., promoted to station manager. Prior to joining station in 1957, Mr. Mann worked on several newspapers in that city.

• LAWRENCE H. ROGERS, president of WSAZ Inc. (WSAZ-AM-TV and WKAZ-FM Huntington-Charleston,) appointed chairman of West Virginia Economic Development Agency.

• WILLIAM C. HESTER, director of client service at Beltaire, Vincent, & Hull Adv., Detroit, to CKLW-AM-TV Windsor, Ont.-Detroit as sales promotion director.

• ROBETT NEWMAN, previously with WEEU Reading, Pa., named sales manager of WTKO Ithaca, N.Y.

• WILLIAM J. WHEATLEY, formerly program director of KRLA Pasadena-Los Angeles, to KPOP Los Angeles in similar capacity.

• ALLEN L. LEWIS, announcer and later in sales department of WGR-AM-FM Buffalo, appointed sales manager of WGR-FM.

• ALEX TOVAR, chief accountant with KTLA (TV) Los Angeles, named controller.

• JACK DUNHAVER, chief announcer of KOYN Billings, Mont., named program manager of KOOK that city, succeeding ED BLACK, named chief announcer and air personality. VIC MILLER, formerly chief announcer and news director, continues in latter capacity.

• DON BROWN, member of directors' staff of KCOP (TV) Los Angeles, appointed director of education television for station.

• JIM GOSA, salesman with KFOX Long Beach, to KEZY Anaheim, both California, as head of new Long Beach sales office at 326 Bixby Rd.

• THEODORE R. SAFFORD appointed program director of WINF Manchester, Conn.

• PAUL RAY, 65, former Chicago man-

ager of John Blair & Co., station representative, until his retirement two years ago, died following stroke Sept. 28. Mr. Ray was with Blair 17 years.

• BILL WEAVER, formerly air personality with KSAY San Francisco and, prior to that, with KCBS, that city, rejoins latter station as executive producer.

• ROY ALBERTSON of WBNY Buffalo elected chairman of Assn. of Independent Metropolitan Stations, succeeding BILL SIMPSON of KOL Seattle. BILL HUGHES, CKNW New Westminster, B.C., elected new vice chairman.

• ROBERT S. LARIMER, formerly program director of WSIX Nashville, to WCAO Baltimore in similar capacity.

• BILLY DALE, air personality with WTAO Cambridge, Mass., appointed program director.

• BILL SHOMETTE, previously program director and farm director of WOAI-AM-TV and in latter capacity with KENS-AM-TV, both San Antonio, Tex., appointed program director of KRGV Weslaco, Tex. WRAY POST, KRGV air personality, adds duties of production manager.

• CHARLES JANUARY, KTTV (TV) Los Angeles engineer-technician, promoted to assistant chief engineer. TOM MANEY, formerly with Blair-Tv, national station rep, to local sales staff of KTTV as account executive.

MR. DRISCOLL

• GEORGE S. DRISCOLL, engineer with WHAM-AM-TV and WHFM (FM) Rochester for 30 years and acting assistant director of engineering with WROC-TV (formerly WHAM-TV), promoted to engineering manager of last-named station. ALFRED W. BALLING, transmitter supervisor of WROC-TV and also with WHAM-AM-TV and WHFM for 30 years, named assistant engineering manager.

• ROBERT E. RICHER, formerly national sales manager of Bill Grauer Productions (Riverside Records), N.Y., to sales staff of Adam Young Inc., that city.

• WILLIAM O. JONES, formerly with radio sales staff of H-R Representatives, Atlanta, to The Katz Agency, that city, in similar capacity.

• BRUCE WILLIAMSON, director of news and special events with WHIM Providence, joins WRVM Rochester in similar capacity. He is succeeded by DONALD S. GORDON JR., who was assistant director. GEORGE BARBARETTE, formerly news director of WBIS Bristol, Conn., succeeds Mr. Gordon.

Surprise award • A Gold Mike award is presented to WILLIAM A. SCHUDT JR. (center), vice president in charge of affiliate relations, CBS Radio, by DR. FRANK STANTON (left), president of CBS, and ARTHUR HULL HAYES, president of CBS Radio. This was a surprise recognition of Mr. Schudt's 30 years of service; the award is ordinarily given only to affiliates who have been three decades with the network. Gold Mike awards were presented at the sixth annual convention of CBS Radio Affiliates Assn. Sept. 23-24. Other awards went to ROBERT WEHRMAN, WDOD Chattanooga; CLYDE REMBERT, KRLD Dallas; HUGH TERRY, KLZ Denver; HOYT WOOTEN, WREC Memphis; F.C. SOWELL, WLAC Nashville; RAY JORDAN, WDBJ Roanoke; JAMES R. AGOSTINO, KXLY Spokane; THAD SANDSTROM, WIBW Topeka; TOM BASHAW, KFH Wichita, and WARREN P. WILLIAMSON JR., WKBN Youngstown, Ohio.

• JOSEPH J. MCCABE, formerly with accounting staff of Mallinckrodt Chemical Works, St. Louis, appointed comptroller and business manager of KPLR-TV, that city.

• GERALD EUGENE NORBURY appointed news director of WKBH and WKBT (TV) La Crosse, Wis.

• JOHN LEBAN, production manager of WCAE Pittsburgh for past 17 years, to music programming department of WWSW-AM-FM, that city.

• ROBERT SCHULTZ, formerly sales executive with NBC's Telesales Dept. and California National Productions Div., to New York sales staff of ARB.

• BERNIE MANN, account executive, moves from WAKE Atlanta to WOV New York, both Bartell Family stations. JOHN E. CRAWFORD, previously with KLM Royal Dutch and Pan American Airlines, succeeds him at WAKE.

• JIM HAYDEN program director and chief announcer of KBAK-TV Bakersfield, Calif., to announcing staff of XETV (TV) Tijuana-San Diego.

• ART FORD, air personality, signs two-year contract with WRCA-AM-FM New York.

MR. FIFE

• JOSEPH R. FIFE, general manager of WBBC Flint, Mich., will resign effective June 1, 1960. Mr. Fife has been president of Flint Radio Broadcasters Assn., and member of network affiliates advisory committee of NAB.

• DON ROWLAND, news director of KLFY-TV Lafayette, elected president of new United Press International Broadcasters of Louisiana. W. E. JONES of KSLO Opelousas, and CLARENCE FAULK, KRUS Ruston, were elected first and second vps, respectively.

• JOHN M. WALKER, formerly account executive at The Katz Agency and with WNBQ (TV) Chicago, to sales staff of Daren F. McGavren Co., that city, radio-tv station rep.

• EDWIN S. FRIENDLY JR., formerly producer of CBS-TV's *Jimmy Dean Show*, to NBC-TV New York, as general sales executive.

• ACE DIAMOND, news director of KACE Riverside, Calif., to KNX-AM-FM Los Angeles as director.

• ANDREW WILLONER of CBS News

YOU MAY NEVER SKI JUMP 316 FEET*—

BUT . . . You'll Go Farther With WKZO Radio In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO Radio is the first choice of leading advertisers for *effective* coverage of the Kalamazoo-Battle Creek market.

Pulse (see left) points to WKZO Radio as the area's *leadership* station, with a total audience 32% larger than that of any other. First-class Fetzer and CBS programming has paid off—morning, afternoon and evening—in the highest ratings for 345 of 360 quarter-hours surveyed (Monday-Friday, 6 a.m.-midnight).

Ask Avery-Knodel to strap WKZO Radio to your schedule for a record jump into Kalamazoo-Battle Creek and Greater Western Michigan.

**Ansten Samuelstuen holds American ski jump record of 316 feet set in 1951 at Steamboat Springs, Colorado.*

AM - TV - FM

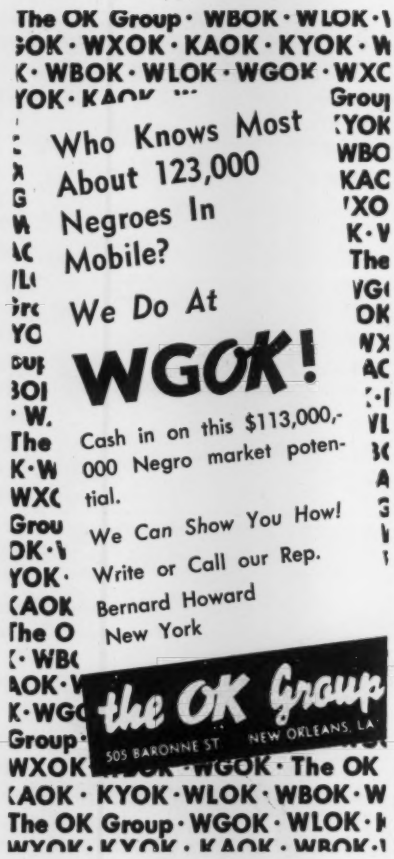
The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives


The OK Group · WBOK · WLOK
Who Knows Most About 123,000 Negroes In Mobile?
We Do At
WGOK!
Cash in on this $113,000,000 Negro market potential.
We Can Show You How!
Write or Call our Rep.
Bernard Howard
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the OK Group
505 BARONNE ST. NEW ORLEANS, LA.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

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AMPEX All professional recorders readily available in stock including 300's & 350's. SHIP ANYWHERE IN U.S.A. DIRECT TO YOU AT FACTORY PRICES

kierulff SOUND CORPORATION
820 W. OLYMPIC BLVD. - LOS ANGELES 15, CALIFORNIA

elected president of Washington Audio Video Engineers Assn. Other officers: RALPH SHULTZ of CBS Radio, vp; JOHN ROULET, secretary-treasurer; ANN BRECKNER, MBS, and JOHN HOFEN, NBC-TV, board members.

• FRANK SANZO, formerly manager of Beneficial Finance Co., Albuquerque, and PAT GRADY, of KONO and KENS, both San Antonio, Tex., to KMGM Albuquerque as account executives.

• ALLAN B. MCMILLAN, formerly on production and news staffs of KVIQ-TV Eureka, Calif., to KXLY Spokane, Wash., as air personality.

• LEE CONNORS, formerly of KOZY Lewiston, Idaho, to KNEW Spokane, Wash., as account executive. OLLIE SCHELL joins KNEW as air personality and newscaster.

NAB committees

Two committees for 1959-60 were announced Sept. 30 by NAB President Harold E. Fellows—Broadcast Engineering Conference, with WARREN L. BRAUN, WSVA - AM - TV Harrisonburg, Va., as chairman, and Am Radio Committee, with C. L. (CHET) THOMAS, KXOK St. Louis, as chairman.

Serving on the engineering committee with Mr. Braun are J. R. LIVESAY, WLBH Mattoon, Ill., NAB Board liaison; RAYMOND F. GUY, NBC; GEORGE P. HIXENBAUGH, WMT - AM - TV Cedar Rapids, Iowa; LESLIE S. LEARNED, MBS; FRANK MARX, ABC; JAMES D. PARKER, CBS; RUSSELL B. POPE, KHSL-AM-TV Chico, Calif.; A. T. POWLEY, WMAL-AM-TV Washington, and BEN WOLFE, WJZ-TV Baltimore.

Members of the Am Radio group, besides Mr. Thomas, are GERALD A. BARTELL, Bartell Family Radio; GROVER C. COBB, KVGB Great Bend, Kan.; EDWARD J. DEGRAY, ABC; MIG FIGI, WAUX Waukesha, Wis.; CHARLES W. GODWIN, MBS; ARTHUR HULL HAYES, CBS Radio; HAROLD KRELSTEIN, Plough Broadcasting Co.; F. ERNEST LACKEY, WHOP Hopkinsville, Ky.; VERNON A. NOLTE, WJBC Bloomington, Ill.; JEROME SILL, WFPG Atlantic City, N.J.; F. C. SOWELL, WLAC Nashville, Tenn.; TODD STORZ, Storz Stations; P. A. SUGG, NBC Radio; MERLE H. TUCKER, KGAK Gallup, N.M., and JACK S. YOUNTS, WEEB Southern Pines, N.C.

• CHARLES LEMIEUX moves from sales staff of NBC, N.Y., to that of WINS New York.

• HENRY SCHNAUE, formerly with UPI, joins WINS New York, as day news editor.

• GLORIA OKON, formerly host of own show on KDKA Pittsburgh, joins WPIX (TV) New York, as weather forecaster.

• DAVE WRIGHT, air personality, moves from WSJS Winston-Salem, N.C. to WIS Columbia, S.C. VIRGINIA AGARD and H. J. BABER join local sales staff of WIS.

• REED UPTON, formerly air personality with WMCA New York, to WICC Bridgeport, Conn.

• VAL THOMAS joins announcing staff of WGMS-AM-FM Washington, D. C.

Programming

• TERRY HATCH, previously sales representative of Ampex Corp., Redwood City, Calif., and ZIV Television, Hollywood, appointed Chicago resident vp of Alexander Film Co., Colorado Springs. His office will be at 472 Wrigley Bldg.

• EDWARD C. SIMMEL, formerly vp of Gross-Krasne Productions and previously southwestern manager of Guild Films, named sales manager of Crosby-Brown Productions, Hollywood.

• ROBERT BERSBACH, with MCA-TV's Chicago office, transferred to Boston headquarters, as head of New England sales territory.

• NORMAN (BUCK) LONG, manager of southwest division of United Artists Associated, with Dallas headquarters, transferred to Los Angeles, as manager of west coast division. He is succeeded in Dallas by DAVID HUNT.

• STANLEY FLORSHEIM, sales manager of *Jeff's Collie* division of Independent Television Corp., N.Y., appointed general sales manager. Other appointments to division's sales staff: JERRY MARCUS, formerly classified advertising sales manager of *Los Angeles Examiner*, to west coast division; ED TRAXLER, formerly radio-tv account executive at Campbell-Ewald, Detroit, to Kansas City area, and RAY GRANDLE to Chicago area.

• EVA WOLAS, producer of *Jane Wyman Show* at Revue Productions, Hollywood, signs as writer-producer of *Impulse* film series with California Studios, that city. Other writer-producers joining California: SETON I. MILLER for *Rogue for Hire;* BERNARD GIRARD for *The Searchers* (tentative title), *Carbine Webb* and *Mr. Garland;*

DOUGLAS MORROW for *Kitty Hawk, Mother's the Governor of Texas* and *It Happened in Sun Valley*, and ROBERT ANGUS for *Trinity 4-3000, Man of the House* and *Gentleman Joe*.

• ARTHUR SPIRT, 46, vp of NTA Program Sales, division of National Telefilm Assoc., died following heart attack Sept. 25 in Chicago. Prior to its merger with NTA, he was vp in charge of midwest division of Gross-Krasne-Sillerman in that city.

• BUDD WINSTON, formerly chief of radio-tv production and publicity writer for U. S. Marine Corps public information, to promotion department staff of Modern Talking Picture Service (distributors of business-sponsored pr films for tv), N.Y.

• EUGENE B. FLEISCHER, film editor of radio-tv department of U. of Miami, appointed chief of film section succeeding C. HENDERSON BEAL, resigned.

• TOM HARMON, former All-American football player, signs with KDAY Los Angeles as co-sportscaster of all UCLA football games.

Equipment & Engineering

• JULES COHEN, consulting radio engineer, will continue consulting business carried on formerly in name of Vandivere & Cohen. Firm was dissolved as of Oct. 1, with EDGAR F. VANDIVERE JR. continuing in field of applied mathematics and physics. It was founded in 1952 as Vandivere, Cohen & Wearn. Mr. Cohen has been in radio consulting practice since 1945.

• ANTHONY PECEVICH, general foreman of Semiconductor Div., Raytheon Co., Waltham, Mass., named plant production control and purchasing manager of company's new transistor plant in Lewiston, Me.

• CLARENCE B. FLINN promoted from southwest regional sales manager to assistant product manager of electronics division of Admiral Corp., Chicago.

• RONALD B. JARL, formerly broadcast engineer with CBS, N.Y., to Semiconductor Div. of Sylvania Electric Products as sales engineer for metropolitan New York, with Teterboro, N.J., headquarters. Other Sylvania appointments: HAL E. HEATH, formerly executive engineer with Whirlpool Corp., to Cincinnati sales office, and GERALD J. SNOBLEN to Detroit headquarters, as sales engineers.

• JOHN C. WOLKE, sales manager for renewal picture tubes at Allen B. Du Mont Labs., Clifton, N.J., named distributor sales manager for Electronic Tube Div., there.

Government

• ALBERT A. EVANGELISTA, member of FCC's industrial division, appointed engineering assistant to Chairman John C. Doerfer, succeeding JAMES MCELROY, who has joined NASA.

• EDWARD J. STEGEMAN, formerly enforcement attorney with U.S. Securities & Exchange Commission, joins Welch, Mott & Morgan, Washington law firm.

International

• HEINZ DREGE, vp of Williams & Hill Ltd., Toronto, film producers, named director. Before joining Williams & Hill, he was with Canadian Broadcasting Corp. television division at Toronto.

• FRED HOFER, assistant manager of Screen Gems' Mexico City Sales office, named head of new Mexican office of Intercontinental Services Ltd., New York sales representative of foreign stations. Mr. Hofer was previously in Latin American branches of Grant Adv. and Young & Rubicam. Address of new office: Tokio, 12-8, Mexico City.

• SID BOYLING, manager of CHAB-AM-TV Moose Jaw, Sask., joins CKLG North Vancouver, B.C., in similar capacity. JOHN HUNT, formerly manager of CKLG, named sales manager.

• HAROLD F. ABERNETHY appointed assistant manager, radio time division of All-Canada Radio & Television Ltd., Toronto. WILLIAM MITCHELL joins radio time division at All-Canada Radio & Television Ltd., Montreal.

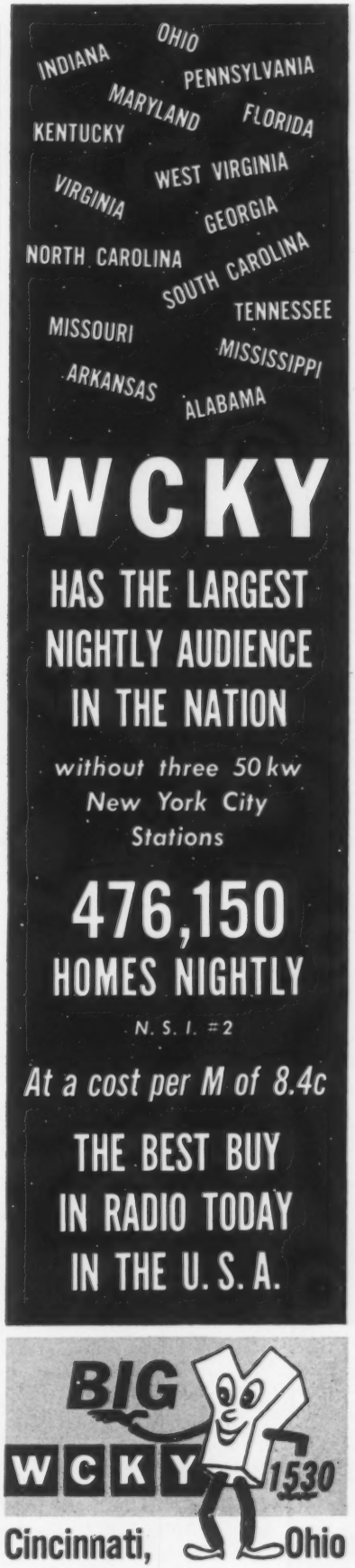
• GILLES LOSLIER, manager of tv division of Joseph A. Hardy & Co., Montreal, Que., station representation firm, named director of tv department of Trans-Ocean Radio & Tv Representatives Ltd., Montreal.

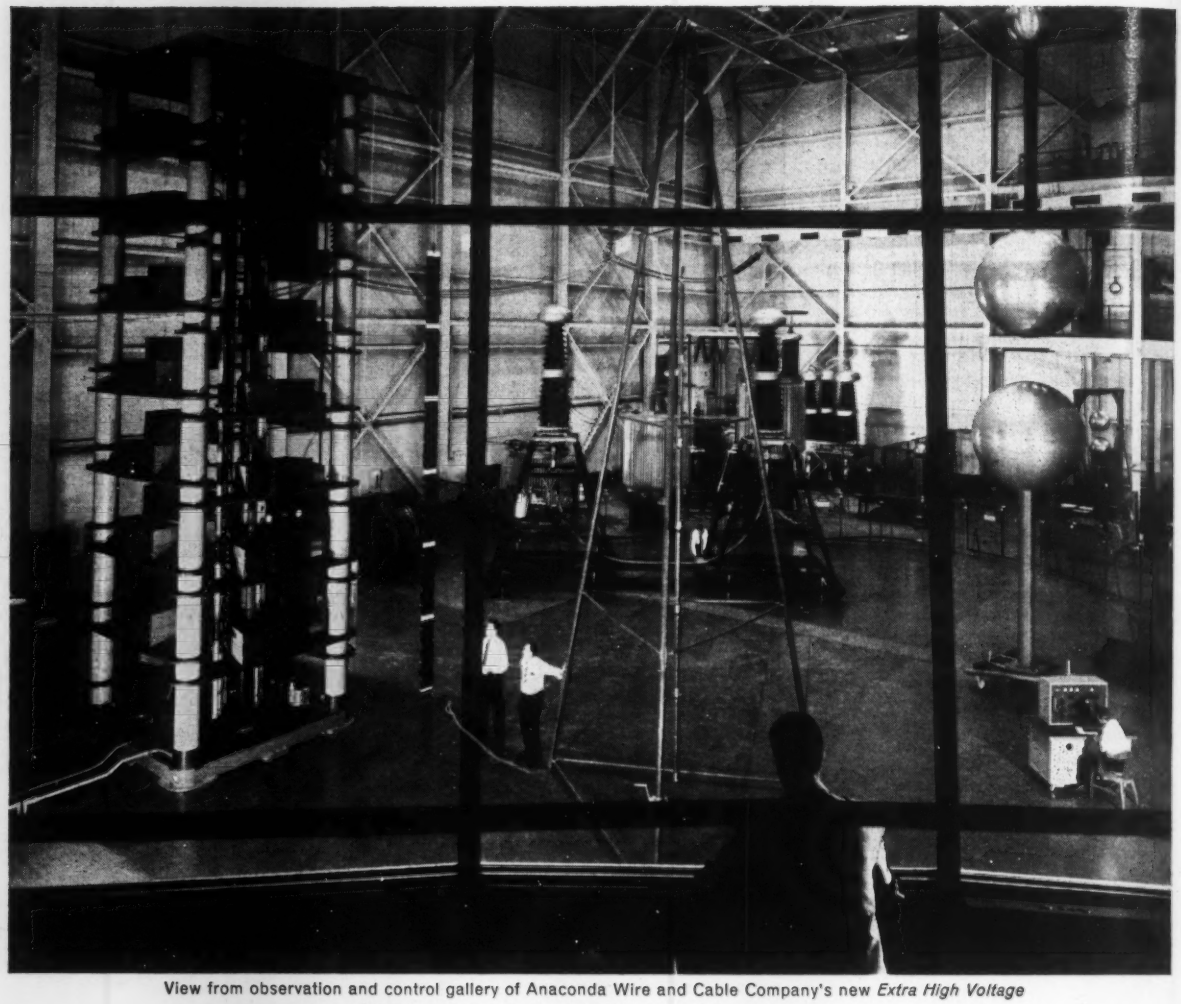
• ANDREW N. MCLELLAN, promotion manager of CKMI-TV and CFCM-TV Quebec City, Que., to director of operations of CJSS-TV Cornwall, Ont.

• DON LAWRIE, assistant director of broadcasting operations of Northern Broadcasting Co., Ltd., Toronto, promoted to director.

• HARRY EDGAR, manager of CFCH North Bay, Ont., named manager of CJKL Kirkland Lake, Ont. HARVEY FREEMAN, of Toronto office of Northern Broadcasting Co., succeeds him.

• DOUG O'BRIEN and TERRY ENNIS join sales staff of CJME Regina, Sask.





View from observation and control gallery of Anaconda Wire and Cable Company's new *Extra High Voltage* Cable Research Laboratory, Hastings-on-Hudson, New York

Because you flick so many switches we had to design a new cable

Fast as the American population is increasing, electric power consumption is growing three times faster. Our use of electricity has tripled in the past 14 years . . . seems set to double again within the next ten.

To meet this startling growth in electrical appetite, the capacity of copper cable must double—or triple—within the next decade. This calls for entirely new designs in *Extra High Voltage* cable which electric utilities are now installing to carry the power load of the future. This replacement problem is becoming especially acute, because of space limitations, in crowded metropolitan areas. Here, the answer to already overcrowded underground ducts will be found in this new Anaconda *Extra High Voltage* copper cable design.

Anaconda Wire and Cable Company engineers have this cable ready right now. Its 345,000-volt rating is two-and-a-half times that of today's conventional underground cable and it has been tested under actual in-service conditions to 50% above its rated current and voltage. This big advance in cable technology was born in the Anaconda Wire and Cable Company's Extra High Voltage Cable Research Laboratory, the newest and best equipped facility of its kind in the country.

The skilled staff of Anaconda Wire and Cable Company's EHV Laboratory typifies the continuing effort of Anaconda people everywhere—an effort which results in better products and services for people in industry, for people as consumers.

B81177A(REV.)

ANACONDA®

SUBSIDIARIES OF ANACONDA MANUFACTURE: COPPER AND ALUMINUM ELECTRICAL WIRES AND CABLES; ALUMINUM FOIL, SHEET, ROD AND BARS, STRUCTURALS, TUBING AND EXTRUDED SHAPES; COPPER, BRASS AND BRONZE SHEET, PLATE, TUBE, PIPE, ROD, FORGINGS AND EXTRUSIONS; FLEXIBLE METAL HOSE AND TUBING

BBG FLEXES MUSCLES ON PROGRAMS

Canadian tv stations are to receive super 'Blue Book' treatment

They are going to take the "Blue Book" seriously in Canada.

When applicants are chosen for licensing for the second tv outlet in many Canadian cities next year, their program proposals are going to be considered hard-and-fast commitments.

This was the consensus of the three "working" members of the newly organized Canadian Board of Broadcast Governors. The three visited the FCC and NAB in Washington Sept. 21.

In Canada, according to Dr. Andrew Stewart, chairman of BBG, the licensee will be forced to maintain his proposed schedule unless he has a good reason to change it. Even then he will not be permitted to do so until he has applied to the BBG and has received its permission—presumably after a hearing.

New Deal Relic • The FCC's "Blue Book" was published in 1946. It was a special staff study of broadcast programming, particularly in the public service category. One of its sections compared the proposed programming and actual programming of selected stations. These were found to vary greatly. The "Blue Book" raised a storm of protest when it was issued, but its recommendations were never seriously put into practice. It is considered now a relic of earlier, New Dealing FCC days.

There is one other point of departure as Canada gets ready for its first outright commercial and privately owned tv stations. This is the reservation by the BBG of two hours during prime 8-11 p.m. time.

What this will be used for is still not clear. The BBG officials termed the move one that will give them "flexibility." Beyond this they refused to go. Other sources predict that the time will be used for educational or cultural programs.

BBG's basic premise for private broadcasting in Canada is that program content must be 55% Canadian. There already has been much discussion on how this percentage will be figured—subject matter, authors, producers, etc.

CBC's Dual Role • The Canadian BBG was established last December to carry out the Broadcast Act of 1957. These functions, the regulation of all broadcasting stations in the Dominion, had been carried out by the government-owned Canadian Broadcasting Corp. CBC also operates stations in many cities and much criticism has been directed at this ambiguous, dual role.

Dr. Stewart, a native of Scotland, was formerly president of the U. of Alberta. He is an economist by profession. His two colleagues are both newspapermen. Roger Duhamel, formerly editor in chief of *La Patrie*, Montreal, is vice chairman; Carlyle Allison was editor in chief of the *Winnipeg Tribune*. He was also Washington correspondent for the Southam chain.

Mr. Allison admits discovering the power of radio at an early age. He ascribed the capture of a mad murderer charged with several slayings in the early 1920s to radio reports of the different disguises the murderer used in attempting to escape.

There are also 12 public members of BBG who attend board meetings.

Under the aegis of the BBG, a second station has been allocated to six cities in Canada. These are: Toronto, Montreal, Quebec, Winnipeg, Vancouver, Halifax.

Many Applications • Hearings to choose licenses in these cities are due to begin in January. The first of the new stations is expected to be on the air in July. In Toronto, alone, there are expected to be up to 50 applications for the new channel.

Under the Broadcasting Act, the BBG will recommend the successful applicants to the Minister of Transport. He in turn will forward these recommendations to the Cabinet. The Cabinet will make the grant. It can, if it chooses, refuse to follow the recommendations, but it cannot choose another applicant. This must be done by the BBG.

Among the applications already received, Dr. Stewart pointed out, are many for bi-lingual operation (English and French) and also quite a few for multi-lingual operation. These would broadcast, in addition to English and French other foreign language programs—German, Polish, Hungarian, Italian, etc.

A public hearing on BBG regulations will be held in Ottawa Nov. 2 and 3. The deadline for filing comments is Oct. 16. The final regulations, announced last August (BROADCASTING, Aug. 10), are expected to be promulgated by Nov. 15 to become effective in mid-July 1960.

BBG's jurisdiction extends not only over stations, including those owned by CBC, but also over CBC's network operations. It is hoped, Dr. Stewart said, that other networks will be formed.

Canadian tv billings are up 17% in 1958

Television advertising in Canada placed through advertising agencies increased by 17% last year to $47,914,000, and radio advertising was up 11% to $24,621,000, according to a report of the Dominion Bureau of Statistics on advertising agency billings. Total commissionable billings last year amounted

The Canadian BBG trio • In Washington, after a luncheon with NAB officials, the BBG's "working" members are (l to r): Roger Duhamel, vice chairman; Dr. Andrew Stewart, chairman, and Carlyle Allison. The trio visited the FCC also while in Washington and were guests of NBC and CBS in New York.

to $233,789,000 compared with $222,025,000 in 1957.

The report showed that total gross revenue for all Canadian advertising agencies increased from $35,757,000 to $38,073,000 and the number of agencies increased from 113 to 123 in the year. Fourteen agencies did more than $5 million each, accounting for 67% of all billings. Forty-four agencies did more than $1 million each, handling 94% of all billings.

Tv vhf drop-ins planned by Canada

Television vhf allocations along the Canada-United States border may be drastically changed if present plans of the Canadian Dept. of Transport are put into operation. Directors of the Canadian Assn. of Broadcasters have been asked to vote on adopting a plan which would permit Canadian drop-ins on vhf channels, with only B coverage protection for existing stations.

The plan resulted from a juggling of vhf frequencies in southern Ontario, leaving Canada's capital city of Ottawa with no extra allocations for a second station. It has been discussed in recent weeks with the CAB, Canadian Broadcasting Corp. and engineering consultants. The latter are understood to be unanimously against the plan, while CBC has not committed itself. CAB's board of directors met to discuss the plan in mid-September, and decided to study it more carefully and bring it up at the annual March CAB meeting.

Board members were polled on the plan on Sept. 24, and asked to vote for it. Tv station owners on the CAB board feel the plan is being rushed through and should be studied more carefully, then voted on by the general membership. Some board members have intimated that if the plan is put through it will mean the breaking up of the CAB and the formation of another industry association.

While the Department of Transport's allocation scheme would not mean more tv stations immediately, it would allow tv applicants to appear before the Board of Broadcast Governors with requests for stations without adequate protection to nearby cities in either Canada or the United States. Some Canadian broadcasters feel the adoption of the plan would result in a chaotic frequency allocation situation along the international border.

Up she goes! • The first section of 84 miles of cable for Trans Canada Telemeter pay tv system is shown being strung by Canadian Bell Telephone linemen in West Toronto. Telemeter program service for the first areas of Etobicoke Township will be inaugurated in mid-December. During the winter, additional wiring will bring a total of 13,000 homes within the cable route (BROADCASTING, Aug. 17).

British study charges excess commercials

Reforms in the British commercial tv system that should be taken by a Labor Government have been called for by Christopher Mayhew, in a study published by the Fabian Society, London.

He asks for a strengthening of the Independent Television Authority "to put an end to monopoly practices and profiteering" by the programming companies which now operate Britain's commercial tv stations. There are 10, with an 11th now in construction (see below).

Mr. Mayhew says the main defects needing correction are excessive commercials, abuse of the "natural break" (the only time commercials are allowed in British tv is at breaks between programs), an insufficient number of British-produced programs in comparison to foreign imports and failure to provide a "genuine choice of programme." He says, all the defects in commercial tv come from the same basic cause—the program companies are stronger than the Independent Television Authority, the government body which regulates British commercial television.

ITA plans its 11th

Independent Television Authority, England, expects to have its ch. 10 Dover station on the air by about Christmas. The Dover station, the 11th to be opened by ITA, is undergoing low-power tests. It will serve an area from the Medway towns to Beachy Head.

Japanese sets gain

Electronic output in Japan for the first quarter of 1959 was at an annual rate of $736 million, $238 million above 1958, according to the Dept. of Commerce. Biggest increase between 1957 and 1958 occurred in consumer products, tv output amounting to 1.2 million sets or twice the 1957 figure. Radio set production totaled 3.6 million in 1957, 4.9 million in 1958 and was increasing rapidly in the first quarter of 1959.

CBC board meets

Development of Canadian talent and programming for national unity are basic requirements for the Canadian Broadcasting Corp., according to a statement issued by the CBC board of directors at Halifax, N.S. In their first statement since the formation of the new CBC board last December under the new Canadian Broadcasting Act, the CBC directors pointed out that CBC

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Greece plans commercial tv

Greece's new broadcasting chief, Capt. Pyrros Spiromilios, hopes to bring television to the iron-curtain bordered peninsula as soon as it becomes economically feasible, but that may take months—even years. And it will be commercial, following the European pattern, but under state control.

Capt. Spiromilios, who assumed direction of the National Broadcasting Institute (Radio Athens) last April upon resigning from the Navy, operates under a liberal grant from Parliament which gives him a free hand. Mindful of the cost of tv programming, he wants to devise a realistic operating budget before embarking on construction of transmitters. The physical geography is such that many good mountain-top locations are available for coverage of the populated valleys.

His first effort, Capt. Spiromilios told BROADCASTING, will be to improve radio broadcasting service. The revenue must be derived from better collection methods from "subscribers". There is no commercial radio revenue and Parliament makes no appropriations to underwrite operations.

Subscriber Resistance • There are 720,000 radio receivers in this nation of 8 million, and the radio license fee is $6 per year. The Athens metropolitan area is about 1.5 million, and Salonika, the second city, has about 300,000. Fee collections are spotty because Greeks are "individualists" and resist taxation.

Capt. Spiromilios has the advice and counsel of a board of directors of 12 business and cultural leaders. Included are bankers, lawyers, educators, and men of letters, including newspaper publishers.

American plan private commercial operation of broadcasting, in Capt. Spiromilios' opinion, is precluded for several reasons—political as well as business. While Greece is a democracy, it nevertheless is a constitutional monarchy. About 35% of the population is regarded as left or communistic. Its sensitive geographic location, being bordered on its only land area by Albania, Yugoslavia and Bulgaria—all iron curtain countries—makes it essential to retain programming control in government hands, he feels.

Newspaper Opposition • All of Greece's newspapers would oppose full commercial operation of television, just as they opposed expansion of radio, it was learned from informed observers. But the high costs of tv operations will force some commercial sponsorship, it is felt, since license fee income, even at a higher rate of possibly $15 or $20 per year, could not possibly sustain those operations.

There are about 4,000 Americans (including families) in the American Mission to Greece. The value of American aid since the enunciation of the Truman Doctrine in 1947 to the Greek Government totals well in excess of $3 billion.

must "serve equitably our two main languages and cultures (French and English), that it must continue to encourage and develop Canadian talent, while still accepting the best that other countries have to offer . . . Controversial issues of general interest are proper for broadcasting, provided that the issues are presented as fairly as possible and that the intimate nature of the broadcasting medium is recognized in the selection of subjects, broadcasting times and treatment."

CBC board met under Robert L. Dunsmore, recently appointed chairman.

• Abroad in brief

New Canadian am • CKPT is the call of a new 1 kw day and 500 watts nighttime station on 1420 kc at Peterborough, Ont. The station is due to go on the air in mid-November. Bill Brennan, formerly of All-Canada Radio & Television Ltd., Toronto, Ont., is president, and Bud Hayward, formerly of James Lovick Ltd., Toronto advertising agency, is station manager.

Czech tv • More than 420,000 tv sets now are operating in Czechoslovakia.

Hungarian tv • 1960 tv set production in Hungary is expected to reach 16,000 units. Some receivers will be exported to Soviet East Germany.

German scene • Radio (including portables, auto and consoles), exported by West Germany-West Berlin totalled 634,221 in five months of this year. In 1958 the figure was 607,801. Tv sets exported in the same 1959 period numbered 107,000. In 1958 the figure was 88,000.

West German retailers associations believe the country's annual 2 million tv set production is too high. They say the figure is 500,000 units above what the market will bear in 12 months. The associations reportedly are negotiating with manufacturers to cut production.

The OK Group · WBOK · WLOK · W
GOK · WXOK · KAOK · KYOK · W
K · WBOK · WLOK · WGOK · WXO
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Who Knows Most About 250,000 Negroes In Houston?

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KYOK!

Cash in on this $275,000,000 Negro market potential.

We Can Show You How!

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In Hartford . . .

Sales are poppin' with new W P O P !

And it's no wonder. Look at WPOP's fabulous rating record . . .

* From 9:00 AM to 11:00 PM, Monday-Friday . . . WPOP was first in 36 of the 56 quarter hours; second in 18 quarter hours and third in the remaining 2 quarter hours.

Comparing the November, 1958 Pulse with May, 1959 . . .

WPOP—up from 15% to a 22% share, 6 AM-12 Noon, Mon.-Fri. or 47%

up from 22% to a 25% share, 12 Noon-6 PM, Mon.-Fri. or 14%

up from 22% to 25% share, 6 PM-12 Mid. Mon.-Fri. or 16%

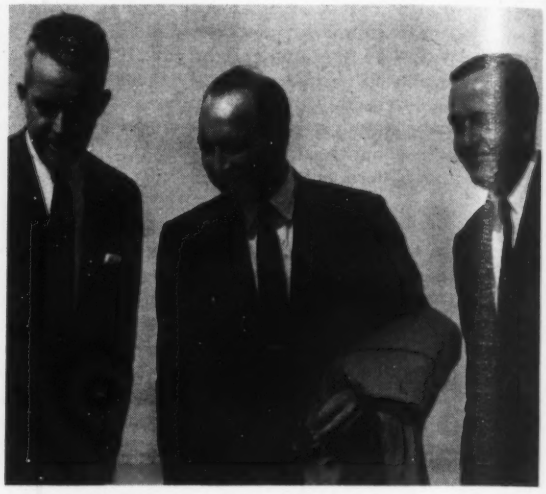
Of the 72 quarter hours between 6 AM and 12 Midnite, WPOP is up in 62. Follow the trend to the fastest-growing station in Hartford . . . dynamic, vital WPOP!

Call Adam Young today

WPOP

Hartford, Conn.

A Tele-Broadcasters Station



'Operation Switchover' • Network brass descended on Seattle, Wash., in droves Sunday (Sept. 27) to help promote the switch in tv network affiliations. KING-TV became an affiliate of NBC-TV and KOMO-TV took on the ABC-TV lineup.

Representing ABC-TV were (l-above) Oliver Treyz, (l), ABC-TV president and Leonard H. Goldenson, (r) president of American Broadcasting - Paramount Theatres. They joined W.W. Warren, (c) executive vice-president and general manager of KOMO-TV at the helm for a relaxing break, a Puget Sound yacht cruise.

In addition to the executives, stars of several ABC-TV shows were in Seattle for an hour-long live telecast—"In Person." Appearing were John Russell and Peter Brown (*Lawman*); Seattle-educated Dorothy Provine (*The Alaskans*); Will (*Sugarfoot*) Hutchins; Arlene Howell and Richard Long (*Bourbon Street Beat*); Connie Stevens (*Hawaiian Eye*) and Ben Alexander (*About Faces*). KOMO-TV claims it was the biggest gathering ever of motion picture and tv stars in Seattle.

NBC executives are shown (r-above) arriving in Seattle by helicopter at King County Private Heliport No. 1, on the roof of KING-TV's studios. Representing NBC-TV were Robert Sarnoff (c), NBC board chairman and Ken Bilby (r), NBC executive vice-president. With them is Otto Brandt (l), vice-president and general manager of KING Broadcasting Co.

In separate news conferences, Messrs. Treyz and Sarnoff expressed opposite views on color tv, in which KOMO-TV, the new ABC affiliate, is a pioneer.

Mr. Treyz said ABC-TV is concentrating on the masses rather than the classes. He said the network has money reserved for color "when the people are ready. When we see a surge in color tv, we can move in six months."

Meanwhile, at his news conference, Mr. Sarnoff asserted, "Any show is better in color than in black and white. This is one time when competition is very helpful and more than welcome . . . Color tv is a new medium. The networks and the advertisers have an obligation to develop it."

Movie-radio co-op effort in St. Louis

Music from the movies was the focal point of an unusual programming-promotion project at KWK St. Louis. The project involved participation by cooperating motion picture theatres and phonograph record dealers.

KWK scheduled three one-hour Sunday morning periods for a "movie musical salute." plus a special nine-hour Sunday afternoon broadcast.

Theatre owners cooperated in the project by exhibiting a specially-prepared trailer promoting KWK and the movie programs in 40 theatres. The trailer was produced at the exhibitors' own expense.

Spot announcements promoting the program were aired on KWK for a six-day period preceding the first broadcast. KWK also placed newspaper ads and prepared posters for theatre lobby and record shop displays.

Record shop displays ranged in size from the KWK posters to complete wall exhibits of soundtrack and movie music albums.

The station has prepared a brochure containing scripts, music used and detailing problems encountered in producing the series. It is available to other stations desiring to stage a similar effort.

Listeners—on the job

Radio makes friends and influences people during their working hours, as well as during their leisure time. This was dramatically demonstrated by the hundreds of entries in a "Radio at Work" contest conducted by WIP Philadelphia.

The contest called for letters to be written on business letterheads. This naturally drew a heavy reply from white collar workers, though there were many entries from manual and non-skilled workers.

Prize in the competition was a day off from work with pay. The winner used her free day for back-to-school shopping for her teenage daughter.

WJR goes to college

WJR Detroit will roll its "College Caravan" to eight of the smaller Michigan colleges Oct. 5-16. Sports Director Bob Reynolds, in the station's mobile unit, will visit the campuses for interviews with college presidents, athletic directors and coaches. He will originate his sports programs from the colleges.

Seattle mutt mansion

A Pacific Northwest dog will soon be leading a man's life, according to plans of KING Seattle. The station has been looking for the area's "best dog."

When selected, the dog will receive a three room dog house, with private outdoor fire hydrant, eight picture win-

dows, a guest room with private entrance, shelves stocked with dog food, a satin lined double bed and wall-to-wall carpeting. The best dog will also receive a custom-made wardrobe including wool sweaters, a rain coat, sunglasses (for the beatnik pup) and a 24-carat gold collar.

To hang in his (or her) living room, the winning dog will receive a full-length portrait.

KING has been reaching the dogs in its audience via Spot—a soft-spoken canine with a southern accent—who makes regular "Spot" announcements.

Cleveland stations 'battle'

Two Cleveland stations staged a "friendly battle" recently.

While KYW d.j. Big Wilson aired his show from the top of a mobile unit, WHK models picketed him with signs reading "The new WHK is unfair to other stations because it sounds so good." Later in the morning, KYW retaliated with signs saying "KYW welcomes Cleveland's No. 2 station. Glad you were listening to KYW."

WISK away your troubles

The transition of WISK Minneapolis to KDWB (matching sister Crowell-Collier stations KFWB Los Angeles and KEWB San Francisco) took place Sept. 19. It was preceded by a week of full-scale promotion for "Formula 63" as a sure relief for boredom, fatigue, irritation and other ills.

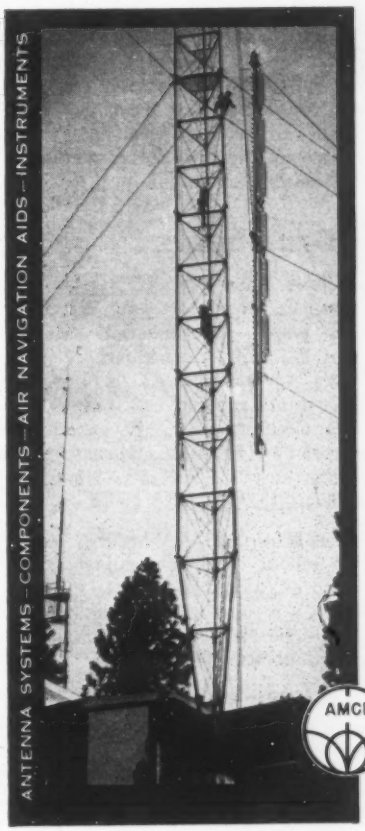
Promotion included outdoor posters and transcribed spots voiced by Dudley LeBlanc, famed promoter of Hadacol. The spots played "Formula 63" as a proprietary cure-all, and were placed on seven local radio stations and one tv station.

Revelation that "Formula 63" actually stands for the new programming on 630 kc came when the public was sent to a local drug store for free samples. They received attractively wrapped boxes containing a list of KDWB's top 40 tunes plus invitations to attend rallies at the civic auditoriums of Minneapolis and St. Paul. Hollywood and New York guest stars for the rallies were shuttled by helicopter between the two auditoriums.

TvB target—retail stores

Television Bureau of Advertising is helping member stations zero-in on stores with a new file-folder presentation. "Retailing is the most rapidly expanding area in television today, with retailers in ever-increasing numbers using the medium as their advertising keystone," Howard P. Abrahams, TvB vice president for retail sales, said announcing the new sales aid.

The new printed kit, with space for



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

... have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

WASHINGTON STATE—250 watt fulltimer in scenic single station market with trading area population over 40,000. Will gross $45,000.00 this year. Price $65,000.00 with $25,000.00 down. Liberal terms on balance.

MIDWEST VHF TELEVISION—In first 75 market—250,000 TV homes. Profit between $275,000.00 and $300,000.00 annually. Price $1,800,000—$700,000 down will handle. It is estimated that experienced TV operator can cash in for over $1,000,000.00 profit in three year period.

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THEY KNOW WDBJ RADIO HAS REAL SALES POWER

PAXTON C. JUDGE
Vice-President,
Roanoke Division
THE KROGER COMPANY

"We've used WDBJ Radio for twenty years and have found it to be a productive medium".

R. E. FOUTZ
Secretary-Treasurer and Manager
Roanoke Grocers, Inc.

"Our quarter-hour morning program has paid handsome dividends over a 6-year period—reaches homemakers we want to sell".

F. W. JOSEPH
District Superintendent
COLOLNIAL STORES, INC.

"WDBJ Radio has done a fine job helping us to build customer acceptance since our entry into Roanoke's competitive market 5 years ago."

WDBJ CBS RADIO
Roanoke, Virginia
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

In Indiana, your budget goes

10% FARTHER

with the discount you get for this combination buy!

Call your **H-R** man for facts!

wsjv ABC 28 SOUTH BEND-ELKHART

wkjg 33 NBC FORT WAYNE

individual call letters, is designed to sell individual customer needs in these categories: special sale events, items all year long, new store openings, warehouse sales, storewide events, home furnishings events and brand names. Success stories and how-to information are included in each section.

• Drumbeats

Teachers' meet • KFSD-TV San Diego, Calif., came to the aid of the local school superintendent when it came time for his annual pre-school address to teachers. As there was no auditorium capable of seating the city's 6,000 teachers, the speech was telecast by KFSD-TV and watched on tv sets installed in more than 120 schools.

Drums & bugles • A Wheeling, W. Va., high school band is regaling football audiences with the theme songs of NBC-TV programs. The action is a part of the fall program promotion effort of WTRF-TV Wheeling.

'Deep roots' • WHBF - AM - FM - TV Rock Island, Ill., has prepared an impressive brochure—"The deeper the roots . . . the stronger the tree"—in which it lists its staff's participation in community civic and service organizations. The brochure states that participation in community affairs is equally important with ratings, cost-per-thousand, power and network affiliation in making a time-buying decision.

BMI book • A book based on the BMI recorded series about Lincoln, *The American Story*, will be published by Doubleday next year, BMI has announced. The radio series, written by distinguished guest contributors, has been edited into book form by historian Ralphi Newman and titled *Lincoln, Unforgettable American: His First 150 Years.*

WOR critics • WOR-TV New York in connection with its movie show, *Sneak Preview*, is enlisting viewers as a "Guest Critic Panel." More than 1,000 wrote in asking to serve after the show debut, although no material incentive was offered. The station is rotating membership on the critic panel and providing a mail ballot for individual reactions to the films. From results, WOR-TV expects to develop a study to use in future programming.

Prizes from the skies • Ping pong balls, dropped from a low-flying helicopter, heralded the opening of WCGO Chicago Heights, Ill. The table tennis balls were redeemed for prizes and cash discounts from local merchants. To promote its slogan, "Serving the heart of industrial America," the station also distributed thousands of heart shaped balloons.

S. R. will shine • "Yes Detroit, there is a Slippery Rock." Detroiters who had always shown amusement and doubt when informed of the latest football fates and fortunes of Slippery Rock College had all doubt, at least, removed recently when WQTE Detroit broadcast a play-by-play of the S.R.-Carnegie Tech of Pittsburgh football game. WQTE arranged a pre-game football rally to promote the event. It was attended by several Detroit area alumni of ol' Slippery Rock. (Slippery Rock College is located in western Pennsylvania.)

Captive audience

The Southern Baptist Radio & Television Convention is rounding up a "captive audience" of millions for its television program. A 13-week "Televangelism" project inaugurated last year and to be repeated the first quarter of 1960, is directed this time specifically to teenagers.

To implement the Televangelism promotion, viewers of some 200 stations are being asked by the church to hold viewing parties for youngsters in their homes, holding informal discussions of the programs at conclusion. The convention's half hour film program is carried weekly year-round on a public service basis by stations across the country. Starting next year the show name changes from *This is the Answer* to *The Answer* and the format switches to emphasis on juvenile problems.

Production is being stepped up, with a budget for 1960 of more than $1.5 million. This covers separate prints furnished each station carrying the program, giving roughly simultaneous showing of each episode. *Answer* is scheduled by most outlets on Sunday. It has been on the air since 1956.

Lost audience

A tv station manager usually can count any outside audience promotion among his blessings, but that planned by the Southern Baptist Radio & Television Convention is mixed at best. For *The Answer*, carried in public-service time by some 200 stations, the church is asking members to stage viewing parties. The promotion aspect calculated to strain a broadcaster's charity: the convention suggests the host turn the set off for post-show discussions.

TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.

SUNDAY MORNING

10-11 a.m.

ABC-TV 10-11 No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV 10-11 No network service.

11 a.m.-Noon

ABC-TV 11-12 No network service.
CBS-TV 11-11:30 *U.N. in Action*, sust., L; 11:30-11:55 *Camera Three*, sust. L; 11:55-12 *CBS-TV News*, sust., L.
NBC-TV 11-12 No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Bishop Pike*, sust., L; 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV 12-12:30 No network service; 12:30-1 *Face The Nation*, sust., L.
NBC-TV 12-1 No network service.

1-2 p.m.

ABC-TV 1-1:30 *College News Conference*, sust., L; 1:30-2 No network service.
CBS-TV 1-2 No network service.
NBC-TV 1-2 No network service.

2-3 p.m.

ABC-TV 2-3 No network service.
CBS-TV 2 Conclusion *Football*, Part., L.
NBC-TV 2 Conclusion *Pro Basketball* (various times), Bayuk, Gen. Mills, L.

3-4 p.m.

ABC-TV 3-3:30 *Open Hearing*, sust., L; 3:30-4 No network service.
CBS-TV 3-4 *Football*, cont.
NBC-TV 3-4 *Basketball*, cont.

4-5 p.m.

ABC-TV 4-5 No network service.
CBS-TV 4-5 No network service.
NBC-TV *Basketball*, cont.; 4:30-5 *World Championship Golf*, A.S.R. Products, Bayuk.

5-6 p.m.

ABC-TV 5-5:30 *Paul Winchell Show*, Hartz Mountain Products, General Mills, L; 5:30-6 *Lone Ranger*, Gen. Mills, Cracker Jack.
CBS-TV 5-5:30 *The Last Word*, sust., L; starts 11/1, *Conquest*, sust., L. 5:30-6 G. E. *College Bowl*, General Electric, F.
NBC-TV 5-5:30 *Golf*, cont.; 5:30-6 No network service.

SUNDAY EVENING

6-7:30 p.m.

ABC-TV No network service; 7-7:30 *Colt .45*, Nestle, Derby, F.
CBS-TV 6-6:30 *Small World*, Olin Mathieson, F; 6:30-7 *Twentieth Century*, Prudential Life, F; 7-7:30 *Lassie*, Campbell Soup, F.
NBC-TV 6-6:30 *Meet the Press*, sust., L; 6:30-7 *Saber of London*, Sterling Drug, F; 7-7:30 *Riverboat*, Corn Products, F.

7:30-8 p.m.

ABC-TV 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7:30-8 *Dennis the Menace*, Kellogg, alt. wks.
NBC-TV 7:30-8 *Riverboat*, cont.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Whitehall, F.
CBS-TV 8-9 *Ed Sullivan Show*, Colgate, Eastman Kodak, L.
NBC-TV 8-9 *Sunday Showcase*, part., L.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, Procter & Gamble, Liggett & Myers, F; 9:30-10 *The Alaskans*, sust., F.
CBS-TV 9-9:30 *GE Theater*, Gen. Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV 9-10 *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *The Alaskans*, cont.; 10:30-11 *World of Talent*, P. Lorillard, F.
CBS-TV 10-10:30 *Jack Benny Show*, alt. with *George Gobel Show*, Lever; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Loretta Young Show*, Toni, Philip Morris, F; 10:30-11 No network service.

11-11:15 p.m.

ABC-TV 11-11:15 No network service.
CBS-TV 11:15 *Sunday News Special*, Whitehall, alt. with Carter, L.
NBC-TV 11-11:15 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV 7-8 No network service.
CBS-TV 7-8 No network service.
NBC-TV 7-8 *Today*, Drug Research Corp., E. I. du Pont de Nemours, Grove Labs, Rock of Ages, Stokely Van Camp, Sterling Silversmiths of America, National Presto Industries, Palm Beach Co., Amity Leather Products, Arvida Corp., Barclay Mfg. Corp., Beltone, Berkshire Mills, Bissell, Burgess Fibrocrafters, Burlington Mills, Hickok Mfg., J. R. Clarke, Insurance Co. of North America, Mennan, Knapp-Monarch, L.

8-9 a.m.

ABC-TV 8-9 No network service.
CBS-TV 8-8:15 *CBS News*, sust., L.; 8:15-9 *Captain Kangaroo*, Part., L.
NBC-TV 8-9 *Today*, cont.

9-10 a.m.

ABC-TV 9-10 No network service.
CBS-TV 9-10 No network service.
NBC-TV 9-10 *Today*, cont.

10-11 a.m.

ABC-TV 10-11 No network service.
CBS-TV 10-10:30 *On the Go*, sust., L; 10:30-11 *December Bride*, sust., F.
NBC-TV 10-10:30 *Dough Re Mi*, Nabisco, Congoleum-Nairn, L; 10:30-11 *Treasure Hunt*, Ponds, Kleinert, Gold Seal, Nabisco, Supp-Hose, Alberto-Culver, Heinz, P&G, Frigidaire, Sterling Drug, Gen. Mills, Whitehall, Lever, L.

11 a.m.-Noon

ABC-TV 11-12 No network service.
CBS-TV 11-11:30 *I Love Lucy*, Lever, Gerber, U. S. Steel, Menthol, Vick, Gen. Mills, Kodak, Scott; 11:30-12 *Top Dollar*, Vick, Armstrong, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Alberto-Culver, Ponds, Corn Products, Frigidaire, Gen. Mills, Nabisco, Lever, Miles Labs, Standard Brands, Sunshine, Sterling Drug, Whitehall, Heinz, L; 11:30-12 *Concentration*, Lever, Miles, Nabisco, Whitehall, Bauer & Black, Brillo, Nestle, Brown & Williamson, L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Restless Gun*, part., F; 12:30-1 *Love That Bob*, part., L.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Lever, Gen. Mills, Nabisco, Quaker Oats, L; 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Tic Tac Dough*, Alberto-Culver, Ponds, Gen. Mills, Heinz, P&G, Standard Brands, Brown & Williamson, Sunshine, Ben-Gay, Gold Seal, Borden, Miles, L; 12:30-1 *It Could Be You*, Alberto-Culver, Armour, Brillo, Corn Products, Miles, P&G, Standard Brands, Whitehall, Nestle, Ben-Gay, Ponds, Nabisco, L.

1-2 p.m.

ABC-TV 1-1:30 *Music Bingo*, part., L; 1:30-2 No network service.
CBS-TV 1-1:30 No network service; 1:30-2 *As the World Turns*, Carnation, P&G, Pills-

THE SPECIALS ON NETWORK TELEVISION IN OCTOBER & NOVEMBER

ABC-TV

Oct. 19: 9:30-10:30 p.m.
Frank Sinatra, U.S. Time.
Nov. 25: 10-11 p.m.
"Golden Circle," John Oster Mfg. Co.
Nov. 29: 5-6 p.m.
"Peter and the Wolf," Minnesoto Mining & Mfg. Co.

CBS-TV

Oct. 8: 9:30-11 p.m.
The Big Party, Revlon.
Oct. 9: 9-10 p.m.
"Red Skelton Chevy Show," General Motors.
Oct. 14: 8:30-10 p.m.
Show of the Month, duPont.
Oct. 17: 9-10 p.m.
"Ballad of Louie the Louse," Carling.
Oct. 21: 10-11 p.m.
"Holiday on Wheels," U.S. Steel.
Oct. 22: 9:30-11 p.m.
The Big Party, Revlon.
Oct. 25: 4:30-5:30 p.m.
Leonard Bernstein and N.Y. Philharmonic, Ford.
Oct. 27: 8:30-10 p.m.
"Special Tonight," General Mills, Westclox.
Oct. 27: 10-11 p.m.
CBS Reports, Goodrich, Bell & Howell.
Nov. 5: 9:30-11 p.m.
The Big Party, Revlon.
Nov. 7: 7:30-8:30 p.m.
"Jack Benny Hour," Greyhound, Benrus.
Nov. 9: 11 a.m.-Noon
Woman, Dow.
Nov. 9: 9:30-11 p.m.
Show of the Month, duPont.
Nov. 11: 10-11 p.m.
CBS Reports, Bell & Howell, Goodrich.
Nov. 19: 9:30-11 p.m.
Buick Electra Playhouse, General Motors.
Nov. 22: 4:30-5:30 p.m.
Leonard Bernstein and N.Y. Philharmonic, Ford.

NBC-TV

Oct. 8: 8-9 p.m.
Bob Hope Show, Buick.
Oct. 9: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
Oct. 11: 8-9 p.m.
Milton Berle Show, Zerex, Warner-Lambert.
Oct. 16: 10-11 p.m.
"Victor Borge," Pontiac.
Oct. 18: 10-11 p.m.
"Rexall Special," Rexall.
Oct. 18: 8-9 p.m.
Our American Heritage, Equitable.
Oct. 23: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
Oct. 25: 8-9 p.m.
Sunday Showcase, RCA.
Oct. 26: 9:30-11 p.m.
Hallmark Hall of Fame, Hallmark.
Oct. 30: 8-9:30 p.m.
"The Moon and Sixpence," RCA ½.
Nov. 1: 8-9 p.m.
Milton Berle Show, Zerex, Warner-Lambert.
Nov. 4: 9-10 p.m.
"Another Evening with Fred Astaire," Chrysler.
Nov. 6: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
Nov. 8: 8-9 p.m.
Sunday Showcase, RCA.
Nov. 9: 8:30-9:30 p.m.
Bob Hope Show, Buick.
Nov. 11: 10-11 p.m.
"Variety Show," Timex.
Nov. 13: 8:30-10 p.m.
Art Carney, AC Spark Plugs & United Motors Service divisions of General Motors.
Nov. 15: 7:30-9 p.m.
Hallmark Hall of Fame, Hallmark.
Nov. 20: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T
Nov. 21: 8:30-9:30 p.m.
"Pontiac Show," Pontiac.
Nov. 22: 8-9 p.m.
Our American Heritage, Equitable.
Nov. 26: 11 a.m.-Noon
"Macy's Thanksgiving Day Parade," Ideal Toys, Lionel Trains.
Nov. 27: 8:30-9:30 p.m.
"Miracle on 34th Street," Westclox.
Nov. 29: 8-9:30 p.m.
"Naras Record Awards," Swiss Watch.

bury, Sterling Drug, Nabisco, Quaker Oats, Gen. Mills, Menthol, L.
NBC-TV 1-2 No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, part., L; 2:30-3 *Gale Storm Show*, part., F.
CBS-TV 2-2:30 *For Better or Worse*, Lever, Vick, Scott and sust. segments, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsburg, Staley, Chicken O' the Sea, Carnation, L.
NBC-TV 2-2:30 *Queen For a Day*, Alberto-Culver, Congoleum, Miles, Nabisco, L; 2:30-3 *The Thin Man*, sust., F.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, part., L; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive, Quaker Oats and sust., L; 3:30-4 *The Verdict Is Yours*, American Home Products, Gen. Mills, Toni, Standard Brands, S. C. Johnson, Carnation, Lever, Sterling Drug, Scott, L.
NBC-TV 3-3:30 *Young Dr. Malone*, Supp-Hose, Borden, L; 3:30-4 *From These Roots*, sust., L.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, part., L.
CBS-TV 4-4:15 *The Brighter Day*, P&G, L; 4:15-4:30 *Secret Storm*, American Home Products, Gen. Mills, Scott, L; 4:30-5 *Edge of Night*, P&G, Atlantis, Pet Milk, American Home Products, Miles, Pillsbury, Sterling Drug and sust., L.
NBC-TV 4-4:30 *The House on High Street*, Alberto-Culver, Kleinert, Sterling Drug, Whitehall, Ponds, L; 4:30-5 *Split Personality*, Frigidaire, Gen. Mills, Heinz, Lever, Gold Seal, Sterling Drug, L.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, co-op, L; 5:30-6 (Mon., Tues., Fri.) *Rin Tin Tin*, part., F., (Wed.) *My Friend Flicka*, part., F, (Thurs.) *Rocky and His Friends*, participating, F.
CBS-TV 5-6 No network service.
NBC-TV 5-6 No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, (Mon. & Thurs), American Home Products, (Tues.) Equitable, (Wed.) Prestone alt. with General Foods, (Fri.) Parliament, L; 7-7:15 No network service; 7:15-7:30 *News*, (Mon. & Thurs.), American Home Products, (Tues.) Equitable alt. (Wed.) Prestone alt. with General Foods, (Fri.) Parliament, L.
NBC-TV 6-6:45 No network service; 6:45-7 News; Texaco; 7-7:30 No network service.

11:15-1 a.m.

ABC-TV 11:15-1 a.m. No network service.
CBS-TV 11:15-1 a.m. No network service.
NBC-TV 11:15-1 *Jack Paar Show*, Alberto-Culver, American Marietta (O'Cedar), Reardon Paint Co., Polident, Green Mint, Py-co-pay Toothbrushes, Block Drug, Hagen Chem., Adolph's Meat Tenderizer, Kraft, Admiral, G.E., Burlington Mills, General Mills, Polaroid, Sandura, Stokely-Van Camp, Studebaker-Packard, Burgess Vibrocrafters, Kayser-Roth, Realemon-Puritan, Manhattan Shirts, MacGregor, J. March Slacks, Palm Beach, Mennen, Wembley Inc., Rolfs Div. of Amity Leather, W. F. Schrafft & Sons, Dow Chem., L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne*, part., F.
CBS-TV 7:30-8 *Name That Tune*, American Home Products, L.
NBC-TV 7:30-8 *Richard Diamond*, Pharmacraft, Block Drug, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9 *Bourbon St. Beat*, part., F.
CBS-TV 8-8:30 *The Texan*, Brown & Williamson, alt. with Pharmaceutical, F; 8:30-9 *Father Knowns Best*, Lever, Scott Paper, F.
NBC-TV 8-8:30 *Love and Marriage*, Noxzema, F; 8:30-9 *Tales of Wells Fargo*, Amer. Tobacco, alt. with P&G, F.

9-10 p.m.

ABC-TV 9-9:30 *Bourbon St. Beat*, cont.; 9:30-10 *Adventures In Paradise*, part., F.
CBS-TV 9-9:30 *Danny Thomas*, Gen. Foods, F; 9:30-10 *Ann Sothern Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol-Myers, R.J. Reynolds, F; 9:30-10 *Alcoa/Goodyear Theatre*, Alcoa alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Man With a Camera*, General Electric.
CBS-TV 10-10:30 *Hennessy*, P. Lorillard, alt. with Gen. Foods, F; 10:30-11 *June Allyson*, duPont, L.
NBC-TV 10-11 *Steve Allen*, Plymouth, L.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Bronco*, alt. with *Sugarfoot*, J&J, Harold F. Ritchie, American Chicle, R.J. Reynolds, F.
CBS-TV 7:30-8 *Stars in Action*, sust., F.
NBC-TV 7:30-8 *Laramie*, L&M, Warner-Lambert, Ansco Camera, P&G, Bristol-Myers, Sunshine Biscuit, F.

8-9 p.m.

ABC-TV 8-8:30 *Bronco* or *Sugarfoot*, cont.; 8:30-9 *Wyatt Earp*, Gen. Mills, P&G, F.
CBS-TV 8-8:30 *Dennis O'Keefe Show*, Oldsmobile, L; 8:30-9 *Dobie Gillis*, Philip Morris, alt. with Pillsbury, L.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Fibber McGee & Molly*, Singer alt. with Standard Brands, F.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs. Ralston Purina, P&G, F; 9:30-10 *Philip Marlowe*, Brown & Williamson, Whitehall Labs, F.
CBS-TV 9-9:30 *Tightrope*, Pharmaceutical, L; 9:30-10 *Red Skelton*, S.C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *Arthur Murray Party*, P. Lorillard alt. with Sterling, L; 9:30-10 *Ford Specials*, Ford, T.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Aluminum Co. of America, F.; 10:30-11 *Keep Talking*, Mutual of Omaha, L.
CBS-TV 10-11 *Garry Moore Show*, Kellogg, S.C. Johnson, Polaroid, Pittsburgh Plate Glass, L.
NBC-TV 10-10:30 *Ford Specials*, cont.; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 T.B.A.
CBS-TV 7:30-8 *The Lineup*, Peter Paul, Vick, Manhattan Shirt, L.
NBC-TV 7:30-8 *Wagon Train*, Ford, National Biscuit, R.J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Hobby Lobby*, Mogen David Wine, L; 8:30-9 *Ozzie & Harriet*, Eastman Kodak, Quaker Oats, F.
CBS-TV 8-8:30 *The Lineup*, cont.; 8:30-9 *Men Into Space*, Amer. Tobacco, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price is Right*, Lever, Speidel, L.

9-10 p.m.

ABC-TV 9-10 *Hawaiian Eye*, Carter, Whitehall, Ritchie, American Chicle, F.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got a Secret*, R.J. Reynolds, L.
NBC-TV 9-10 *Perry Como Show*, Kraft, L.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*, Miles Labs, Brown & Williamson, L; 10:45-11 No network service.
CBS-TV 10-11 *U.S. Steel Hour*, U.S. Steel alt. with *Armstrong Circle Theatre*, Armstrong Cork, L.
NBC-TV 10-10:30 *This Is Your Life*, P&G, F; 10:30-11 *Wichita Town*, P&G, T.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Gale Storm*, Warner-Lambert, F.
CBS-TV 7:30-8 *To Tell The Truth*, Carter, Toni, F.
NBC-TV 7:30-8 *Tales of the Plainsman*, Ansco Camera, Sunshine Biscuits, Renault, F.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Campbell Soup Co., F; 8:30-9 *The Real McCoys*, P&G, F.
CBS-TV 8-8:30 *Betty Hutton*, Gen. Foods, F; 8:30-9 *Johnny Ringo*, S.C. Johnson alt. with P. Lorillard, F.
NBC-TV 8-8:30 *Bat Masterson*, Sealtest, F; 8:30-9 *Johnny Staccato*, R.J. Reynolds alt. with Bristol-Myers, F.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Show*, Chevrolet, L; 9:30-10 *The Untouchables*, L&M, Armour, Lewis Howe, Carnation, Anahist, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S.C. Johnson, Gen. Foods, F; 9:30-10 *Playhouse 90*, American Gas Assn., Kimberly Clark, R.J. Reynolds, All State Insurance, L.
NBC-TV 9-9:30 *Bachelor Father*, Amer. To-

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bacco, alt. with Whitehall, F; 9:30-10 *The Ford Show*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Take A Good Look*, Consolidated Cigars, F.
CBS-TV 10-11 *Playhouse 90*, cont.
NBC-TV 10-10:30 *You Bet Your Life*, Lever alt. with Pharmaceutical, F; 10:30-11 *The Lawless Years*, Alberto-Culver, F.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Walt Disney Presents*, Mars, Mills Bros., Canada, Derby, F.
CBS-TV 7:30-8 *Rawhide*, Parliament, Lever, H.C. Moores, Peter Paul, L.
NBC-TV 7:30-8 *People Are Funny*, Greyhound, Bulova, F.

8-9 p.m.

ABC-TV 8-8:30 *Walt Disney Presents*, cont.; 8:30-9 *Man From Black Hawk*, Miles, R.J. Reynolds, F.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9 *Hotel de Paree*, Kellogg, Liggett & Myers, L.
NBC-TV 8-8:30 *Troubleshooters*, Philip Morris, F; 8:30-9 *Specials* (see page 103 for sponsors), L.

9-10 p.m.

ABC-TV 9-10 *77 Sunset Strip*, American Chicle, Whitehall, Ritchie, R.J. Reynolds, Carter Products, F.
CBS-TV 9-10 *Desilu Playhouse*, Westinghouse, F.
NBC-TV 9-9:30 *Specials*, cont.; 9:30-10 *M-Squad*, Amer. Tobacco, Sterling, F.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor's Detectives*, P&G, F; 10:30-11 *Black Saddle*, L&M, Alberto-Culver, F.
CBS-TV 10-10:30 *Twilight Zone*, Kimberly-Clark, F; 10:30-11 *Person to Person*, Pharmaceuticals, L.
NBC-TV 10-11 *Cavalcade of Sports*, Gillette, Bayuk, L.

SATURDAY MORNING

10-11 a.m.

ABC-TV 10-11 No network service.
CBS-TV 10-10:30 *Heckle & Jeckle*, Gen. Mills, F; 10:30-11 *Mighty Mouse*, Gen. Foods alt. with Colgate-Palmolive, F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, ½ weekly, L; 10:30-11 *Ruff and Reddy*, Gen. Foods alt. with Mars Inc. and Borden, F.

11 a.m.-Noon

ABC-TV 11-12 No network service.
CBS-TV 11-11:30 *I Love Lucy*, sust., F; 11:30-12 *Lone Ranger*, sust., F.
NBC-TV 11-11:30 *Fury*, Gen. Foods alt. with Borden, F; 11:30-12 *Circus Boy*, Mars Inc., alt. with sust., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Lunch with Soupy Sales*, Gen. Foods, L; 12:30-1 No network service.
CBS-TV 12-12:30 *Sky King*, Nabisco, L; 12:30-1 No network service.
NBC-TV 12-12:30 *True Story*, Sterling Drug, ½ F; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV 1-2 No network service.
CBS-TV 1-1:30 *Saturday News*, sust., L; 1:30-2 No network service.
NBC-TV 1-conclusion *NCAA Football* (various times), Schick Safety Razor, Cluett-Peabody, Esso Standard Oil, Humble Oil, Standard Oil of Indiana, Gen. Petroleum, Bayuk, L.

2-7:30 p.m.

ABC-TV 2-7:30 No network service.
CBS-TV 2-conclusion *Football*, part., L; 5:30-6 *Robin Hood*, sust., F; 6-7:30 No network service.
NBC-TV *Football*, cont., no network service after football until 7:30.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show*, Beech-Nut, Life Savers, L.
CBS-TV 7:30-8 *Perry Mason*, Colgate, Gulf, Hamm, Philip Morris, Sterling Drug, F.
NBC-TV 7:30-8 *Bonanza*, RCA, L&M, F.

8-9 p.m.

ABC-TV 8-8:30 *John Gunther's High Road*, Ralston; 8:30-9 *Leave It To Beaver*, Ralston, Anahist, F.

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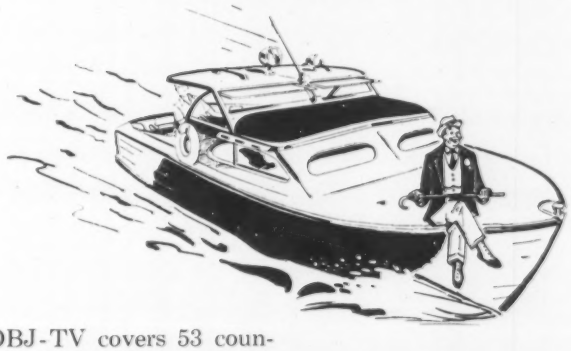

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CBS-TV 8-8:30 *Perry Mason*, cont., F; 8:30-9 *Wanted—Dead or Alive*, Brown & Williamson, alt. with Kimberly-Clarke, F.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Man and the Challenge*, Chemstrand alt. with R.J. Reynolds, F.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party*, Dodge, L.
CBS-TV 9-9:30 *Brenner*, Lever, F; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *The Deputy*, Kellogg alt. with sust., F; 9:30-10 *Five Fingers*, Warner-Lambert, duPont, Midas Mufflers, P&G, Sterling, Helene Curtis, Bristol Myers, Corning Glass, F.

10-11 p.m.

ABC-TV 10-11 *Jubilee USA*, Massey-Ferguson, Williamson-Dickie, Nat'l Carbon, Polk Miller, L.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, F; 10:30-11 *Markham*, Schlitz, F.
NBC-TV 10-10:30 *Five Fingers*, cont.; 10:30-11 *It Could Be You*, Pharmaceuticals, L.

RADIO NETWORK SHOWSHEET

SUNDAY MORNING

7-8 a.m.

ABC 7-8 No network service.
CBS 7-8 No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op.
NBC 7-8 No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.
CBS 8-8:15 *World News Roundup*, co-op; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, Chevrolet; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-8:05 *News*, sust.; 8:05-8:15 *Great Choirs of America*, sust.; 8:15-8:30 *Faith in Action*, sust.; 8:30-9 *Bible Study Hour*, Evangelical Foundation.

9-10 a.m.

ABC 9-9:30 *Oral Roberts*, Oral Roberts Evangelistic Assn.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.
CBS 9-9:05 *CBS News*, co-op; 9:05-9:15 No network service; 9:15-9:30 *Entertainment USA*, sust.; 9:30-10 No network service.
MBS 9-9:30 *Wings of Healing*, Wings of Healing; 9:30-10 *Back To God*, Christian Reformed Church.
NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc., split network with *Bible Study Hour*, Evangelical Foundation, on remainder of network.

10-11 a.m.

ABC 10-10:05 *Weekend News*, sust.; 10:05-10:30 *Message of Israel*, sust.; 10:30-10:55 *Negro College Choirs*, sust.; 10:55-11 *Weekend News*, sust.
CBS 10-10:05 *CBS News*, Chevrolet; 10:05-11 No network service.
MBS 10-10:30 *Radio Bible Class*, Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy Inc.
NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor*, part. (10:30-11 split network with *Voice of Prophecy* on portion of network and *Bible Study Hour* on remainder).

11 a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian In Action*, sust.; 11:55-12 *Weekend News*, R.J. Reynolds.
CBS 11-11:05 *CBS News*, Chevrolet; 11:05-11:30 No network service; 11:30-12 *Salt Lake City Tabernacle Choir*, sust.
MBS 11-11:15 *Frank and Ernest*, Dawn Bible Students Association; 11:15-11:30 *How Christian Science Heals*, First Church of Christ, Scientist; 11:30-11:35 *News*, Gen. Motors for Chevrolet and part.; 11:35-12 *America's Top Tunes*, co-op.
NBC 11-12 *Monitor*, part. (11:30-12 split network with *Voice of Prophecy* on portion of network and *Bible Study* on remainder).

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:45 *Frank and Ernest*, Dawn Bible Students Assoc.; 12:45-12:55 *Sunday Melodies*, sust.; 12:55-1 *Weekend News*, sust.
CBS 12-12:05 *CBS News*, co-op; 12:05-12:15 *Report From Europe*, sust.; 12:15-12:30 *Howard K. Smith*, sust.; 12:30-1 No network service.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *America's Top Tunes*, co-op; 12:30-12:35 *News*, Gabriel Heatter, sust.; 12:35-12:45 *America's Top Tunes*, co-op; 12:45-1 *How Christian Science Heals*, First Church of Christ, Scientist.
NBC 12-12:30 *Monitor*, part.; 12:30-1 *The Eternal Light*, sust. (split network with *Voice of Prophecy* on certain stations).

1-2 p.m.

ABC 1-1:15 *Voice of NAM*; 1:15-1:30 *As We See It*, sust.; 1:30-1:55 *Pilgrimage*, sust.; 1:55-2 *Weekend News*, R.J. Reynolds.
CBS 1-1:05 *CBS News*, co-op; 1:05-1:30 No network service; 1:30-conclusion (Oct. 4) *Football*—N.Y. Giants vs. Phila. Eagles, P. Ballantine & Sons, General Cigars.
MBS 1-1:30 *Hour of Decision*, Billy Graham Evangelical Assoc.; 1:30-2 *Lutheran Hour*, Lutheran Laymen's League.
NBC 1-1:30 *Monitor*, part.; 1:30-2 *The Lutheran Hour*, Lutheran Laymen's League (split network with *Eternal Light* on certain stations).

2-3 p.m.

NBC 2-2:25 *Moods in Melody*, sust.; 2:25-2:30 *Weekend News*, sust.; 2:30-3 *Herald of Truth*, Highland Church of Christ.
CBS 2-2:05 *CBS News*, Chevrolet; 2-conclusion (Oct. 11) *Football*—N.Y. Giants vs. Cleveland Browns, P. Ballantine & Sons, General Cigars; (Oct. 18) N.Y. Giants vs. Phila. Eagles, P. Ballantine & Sons, General Cigars; 2:05-2:30 *Treasury of Stars*, sust.; 2:30-3 No network service.
MBS 2-2:30 *America's Top Tunes*, co-op; 2-conclusion (Sept. 27, Oct. 11, 18, 25, Nov. 1, 8, 15, 22, Nov. 29) *Baltimore Colts Football Game*, National Brewing Co. (½ sponsorship); 2:30-3 *News*, Chevrolet.
NBC 2-2:30 *Monitor*, part.; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABC 3-3:05 *Weekend News*, R.J. Reynolds; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Seranade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.
CBS 3-3:05 *CBS News*, Chevrolet; 3:05-3:10 *News Analysis*, sust.; 3:10-4 No network service.
MBS 3-3:30 *News*, co-op; 3:30-4 *News*, sust.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:30 *Old-Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.
CBS 4-4:05 *CBS News*, co-op; 4:05-5 No network service.
MBS 4-4:30 *News*, co-op; 4:30-4:35 *News*, Chevrolet and part.; 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-6 No network service.
CBS 5-5:05 *CBS News*, Chevrolet; 5:05-5:30 *Yours Truly, Johnny Dollar*, part.; 5:30-5:55 *Suspense*, part.; 5:55-6 *News Analysis*, part.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *Reporters' Roundup*, co-op; 5:30-5:35 *Sports, Frankie Frisch*, Quaker State Oil Refining; 5:35-6 *America's Top Tunes*, co-op.
NBC 5-6 *Monitor*, part.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines*, sust.; 6:15-6:30 *Erwin Canham News*, sust.; 6:30-6:45 *Virgil Pinkley News*, sust.; 6:45-7 *George Sokolsky*, sust.
CBS 6-6:05 *CBS News*, Chevrolet; 6:05-6:30 *Have Gun, Will Travel*, part.; 6:30-7 *Gunsmoke*, part.
MBS 6-6:15 *Walter Winchell*, Bankers Life & Casualty Co.; 6:15-6:30 *America's Top Tunes*, co-op; 6:30-6:35 *News*, General Motors and part.; 6:35-7 *Herald of Truth*, Highland Church of Christ.
NBC 6-6:15 *Monitor*, part.; 6:15-6:30 *On The Line With Bob Considine*, Mutual of Omaha; 6:30-6:32 *Monitor*, part.; 6:32-7 *Meet the Press*, sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports*, sust.; 7:05-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-7:35 *Weekend News*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, R.J. Reynolds.
CBS 7-7:05 *CBS News*, Chevrolet; 7:05-7:10 *News Analysis*, part.; 7:10-7:55 *Mitch Miller Show*, part.; 7:55-8 *News Analysis*, part.
MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, Chevrolet and part.; 7:35-8 *Reporters' Roundup*, co-op.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 No network service; 8:30-8:35 *Speaking of Sports*, sust.; 8:35-8:55 *Freedom Sings*, sust.; 8:55-9 *Weekend News*, R.J. Reynolds.
CBS 8-8:15 *World Tonight*, co-op; 8:15-9 No network service.
MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelical Assoc.; 8:30-9 *Lutheran Hour*, Lutheran Laymen's League.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports*, sust.; 9:05-9:30 *Startime USA*. sust.; 9:30-9:55 *College News Conference*, sust.; 9:55-10 *Weekend News*, R.J. Reynolds.
CBS 9-9:05 *CBS News*, co-op; 9:05-9:30 No network service; 9:30-10 *Face the Nation*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Music Beyond the Stars*, co-op; 9:30-9:35 *Sports News*, Chevrolet; 9:35-10 *UN News Around the World*.
NBC 9-10 *Monitor*, part.

10-11 p.m.

ABC 10-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.
CBS 10-10:05 *CBS News*, co-op; 10:05-11 No network service.
MBS 10-10:30 *Marian Theatre*, sust.; 10:30-10:35 *John T. Flynn*, America's Future; 10:35-10:45 *John T. Flynn*, co-op; 10:45-11 *Music Beyond The Stars*, co-op.
NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Assn. (split network with *Monitor*, part., on remainder of network); 10:30-11 *Back to God Hour*, Christian Reformed Church.

11 p.m.-Midnight

ABC 11-11:05 *Weekend News*, R.J. Reynolds; 11:05-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-12 No network service.
MBS 11-11:05 *News*, sust.; 11:05-11:30 *Music Beyond The Stars*, co-op; 11:30-11:35 *News*, sust.; 11:35-12 *Music Beyond The Stars*, co-op.
NBC 11-12 *Monitor*, part.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC 7-8 No network service.
CBS 7-8 No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *Sportsreel With Bill Stern*, Mercury and part.; 7:35-7:45 No network service; 7:45-8 *America's Top Tunes*, co-op
NBC 7-8 No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, R.J. Reynolds, Pharmaceutical; 8:15-8:55 No network service; 8:55-9 *Paul Harvey—News*, Bankers Life & Casualty Co. of Chicago.
CBS 8-8:15 *CBS Radio World News Roundup*, co-op; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *Sportsreel With Bill Stern*, Mercury, Camel, Sinclair; 8:35-8:45 No network service; 8:45-9 *America's Top Tunes*, co-op.
NBC 8-9 No network service.

9-10 a.m.

ABC 9-10 *Breakfast Club*, Kretschmer, KVP, Magla Products, Staley, Ex-Lax, Rock of Ages, Parker Pen, American Home Products, Scholl, Grossett & Dunlap, Peter Paul, Landers Frary & Clark Burgess Archway, Plantabbs, Chicopee, Dow Chemical, Curtis Circulation, Bruce.
CBS 9-9:05 *CBS News*, co-op; 9:05-10 *Arthur Godfrey Time*, part.
MBS 9-9:15 *Frank Edwards*, co-op; 9:15-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Arm & Hammer, Esquire Polish and (Mon., Wed.) part.
NBC 9-9:05 *News*, part.; 9:05-9:30 No network service; 9:30-9:45 *World News Roundup*, co-op; 9:45-10 No network service.

10-11 a.m.

ABC 10-10:10 *The Peter & Mary Show*, Sta-

ley; 10:10-10:25 No network service; 10:25-10:30 *Commentary*, sust.; 10:30-10:55 No network service; 10:55-11 *Late News*, American Home, Ex-Lax, General Foods.
CBS 10-10:05 *CBS News*, part.; 10:05-10:30 *Houseparty*, part.; 10:30-10:40 *Garry Moore Show*, part.; 10:40-11 *Funny Side Up*, part.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *America's Top Tunes*, co-op; 10:30-10:35 *News*, Arm & Hammer and Sterling Drug; 10:35-10:40 *Sportsreel with Bill Stern*, sust.; 10:40-11 *America's Top Tunes*, co-op.
NBC 10-10:05 *News*, part.; 10:05-11 *My True Story*, part.

11 a.m.-Noon

ABC 11-11:25 No network service; 11:25-11:30 *Commentary*, sust.; 11:30-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:05 *CBS News*, part.; 11:05-12 No network service.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *America's Top Tunes*, co-op; 11:30-11:35 *News*, Arm & Hammer (Mon., Wed., Fri.), part.; 11:35-12 *America's Top Tunes*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 *NBC Radio Theatre*, part.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey*, co-op; 12:15-12:20 No network service; 12:20-12:55 No network service; 12:55-1 *Late News*, sust.
CBS 12-12:05 *CBS News*, co-op; 12:05-12:30 No network service; 12:30-12:45 *Helen Trent*, part.; 12:45-1 *Couple Next Door*, part.
MBS 12-12:15 *News & Farm Report*—Claude Mahoney, co-op; 12:15-12:30 *America's Top Tunes*, co-op; 12:30-12:35 *News*, Sterling Drug (Thurs.) Arm & Hammer; 12:35-1 No network service.
NBC 12-12:05 *News*, part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News*, Ex-Lax, Staley, General Foods.
CBS 1-1:05 *CBS News*, co-op; 1:05-1:15 *Whispering Streets*, part.; 1:15-1:30 *Ma Perkins*, part.; 1:30-1:45 *Young Dr. Malone*, part.; 1:45-2 *Second Mrs. Burton*, part.
MBS 1-1:15 *Cedric Foster*, co-op; 1:15-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News —Gabriel Heatter*, sust.; 1:35-2 *America's Top Tunes*, co-op.
NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Late News*, General Foods.
CBS 2-2:05 *CBS News*, part.; 2:05-2:15 *Right To Happiness*, part.; 2:15-2:30 *Pat Buttram*, Wrigley; 2:30-3 No network service.
MBS 2-2:05 *News*, co-op; 2:05-2:30 *America's Top Tunes*, co-op; 2:30-2:35 *News*, Arm & Hammer; 2:35-3 *America's Top Tunes*, co-op.
NBC 2-2:05 *News*, sust.; 2:05-3 *It's Network Time*, part.

3-4 p.m.

ABC 3-3:25 No network service; 3:25-3:30 *ABC Commentary*, sust.; 3:30-3:55 No network service; 3:55-4 *Late News*, General Foods.
CBS 3-3:05 *CBS News*, part.; 3:05-4 No network service.
MBS 3-3:05 *News*, co-op; 3:05-3:30 *America's Top Tunes*, co-op; 3:30-4 *News*, sust.
NBC 3-3:05 *News*, sust.; 3:05-4 *It's Network Time*, part.

4-5 p.m.

ABC 4-4:10 *Business Final*, Belton; 4:10-4:25 No network service; 4:25-4:30 *Commentary*, sust.; 4:30-4:55 No network service; 4:55-5 *Late News*, Ex-Lax.
CBS 4-4:05 *CBS News*, co-op; 4:05-4:30 No network service; 4:30-5 (Mon.) *Invitation to Learning*, sust.; (Wed.) *Church of the Air*, sust.; (Thurs.) *Capitol Cloakroom*, sust.; (Fri.) *The Leading Question*, sust.
MBS 4-4:30 *News*, co-op; 4:30-4:35 *News*, (Wed., Fri.), Rid-X; 4:35-5 No network service.
NBC 4-4:05 *News*, part.; 4:05-5 No network service.

5-6 p.m.

ABC 5-5:25 No network service; 5:25-5:30 *Commentary*, sust.; 5:30-5:55 No network service; 5:55-6 *Late News*, sust.
CBS 5-5:05 *CBS News*, co-op; 5:05-6 No network service.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *News*, Gen. Motors and part.; 5:35-5:45 No network service; 5:45-6 *Report From Wall Street—Frank Singiser*, co-op.
NBC 5-5:05 *News*, part.; 5:05-5:30 No network service; 5:30-5:35 *Daily Business Trends*, local station part.; 5:35-6 No network service.

6-7 p.m.

ABC 6-6:15 No network service; 6:15-6:30 *Quincy Howe*, co-op; 6:30-6:40 *John Daly*, Cadillac; 6:40-6:45 *Late News*, R.J. Reynolds; 6:45-6:50 *Speaking of Sports*, sust.; 6:50-6:55 (Mon., Wed., Fri.) *Eydie Gorme*—Dr. Pepper (Tues. & Thurs.) No network service; 6:55-7 No network service.
CBS 6-6:05 *CBS News*, co-op; 6:05-6:45 No network service; 6:45-7 *Sports Time*, Stewart-Warner.
MBS 6-6:05 *News*, *Gabriel Heatter*, co-op; 6:05-6:30 *America's Top Tunes*, co-op; 6:30-6:35 *News*, Camel; 6:35-6:45 No network service; 6:45-7 *America's Top Tunes*, co-op.
NBC 6:05 *News*, part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil, co-op & sust.

MONDAY-FRIDAY EVENING

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-7:25 *Business Final*, sust.; 7:25-7:55 No network service; 7:55-8 *Late News*, Ex-Lax.
CBS 7-7:05 *Business News*, part.; 7:05-7:30 *Amos 'N' Andy Music Hall*, part.; 7:30-7:35 *News Analysis*, part.; 7:35-7:40 *Andy Griffith Show*, part.; 7:40-7:45 *Burns & Allen*, part.; 7:45-8 *Bob & Ray*, part.
MBS 7-7:30 *Fulton Lewis, Jr.*, co-op; 7:30-7:35 *News—Gabriel Heatter*, Denver Chemical; 7:35-8 (Mon.) *Northwestern Reviewing Stand*, sust.; (Tue.) *The Army Hour*, sust.; (Wed) *Family Theatre, sust.*; (Thurs.) *America's Top Tunes*, sust.; (Fri.) *Lombardoland*, sust.
NBC 7-7:05 *News*, part.; 7:05-7:15 No network service; 7:15-7:30 *Man on the Go*, co-op; 7:30-8 *News of the World*, part.

8-9 p.m.

ABC 8-8:25 No network service; 8:25-8:30 *Commentary*, sust.; 8:30-8:55 No network service; 8:55-9 *Late News*, sust.
CBS 8-8:15 *World Tonight*, co-op; 8:15-8:30 No network service; 8:30-9 *Dance Orchestras*, sust.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *The World Today*, Hudson Vitamins, (Mon., Wed., Thurs.) Quaker State Oil Refining; (Mon., Wed., Fri.) Sea Breeze and part.; 8:30-8:35 *Bill Stern* (Fri.), Gen. Motors and part.; 8:35-9 *Capital Assignment*, co-op.
NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*; Part.; (Tue.) *Monitor*, part.; (Wed.) *People Are Funny*, part.; (Thurs.) *Monitor*, part.; (Fri.) *Monitor*, part.; 8:30-9 (Mon.-Fri.) *Monitor*, part.

9-10 p.m.

ABC 9-9:25 (Tue. & Thur.) *Project Tomorrow*, sust.; 9:25-9:55 No network service; (Mon., Wed., Fri.) 9-9:55 No network service; 9:55-10 *People in the News*, sust. *CBS*; 9-9:05 *CBS News*, co-op; 9:05-10 *Dance Orchestras*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:15 *UN Radio Review*, sust.; 9:15-9:30 *Music Beyond the Stars*, co-op; 9:30-9:35 *News*, Gen. Motors and part.; 9:35-10 *Music Beyond the Stars*, co-op.
NBC 9-9:05 *News*, part.; 9:05-10 *Monitor*, part.; (Fri.) 9-9:05 *News*, part.; 9:05-9:55 *Monitor*, part.; 9:55-10 *News*, part.

10-11 p.m.

ABC 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:30 No network service; 10:55-11 *Late News*, sust.
CBS 10-10:05 *CBS News*, co-op; 10:05-11 No network service.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News* (Fri.) Arm & Hammer, Gen. Motors; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:05 (Mon.-Thurs.) *News*, part.; 10:05-10:30 (Mon.) *International Bandstand*, sust.; (Tue.) *Treasury of Music*, sust.; (Wed.) *Public Affairs Series*, sust.; (Thur.) *Treasury of Music*, sust.; 10:30-11 (Mon.-Thurs.) *News of the World* (repeat), part.; 10-conclusion (Fri.) *Boxing*, Gillette; 10:30-11 (Fri.) *Sports Highlights*, part.

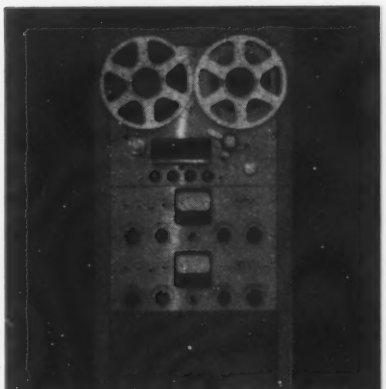
11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-12 No network service.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, sust.; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 No network service.

SATURDAY MORNING

7-8 a.m.

ABC 7-8 No network service.
CBS 7-8 No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's*



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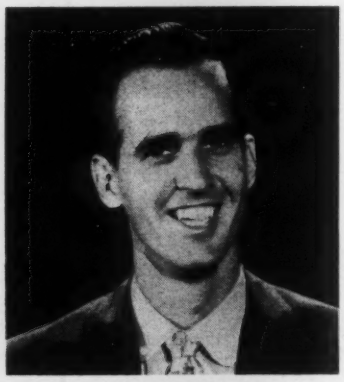

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Top Tunes, co-op; 7:30-7:35 *News*, Chevrolet; 7:35-8 *America's Top Tunes*, co-op.
NBC 7-8 No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, Hudson Vitamin; 8:15-8:30 No network service; 8:30-8:55 No network service; 8:55-9 *Weekend News*, R.J. Reynolds.
CBS 8-8:15 *World News Roundup*, co-op; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, Chevrolet, Camel; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-9 No network service.

9-10 a.m.

ABC 9-9:55 No network service; 9:55-10 *Weekend News*, R.J. Reynolds, Ex-Lax.
CBS 9-9:05 *CBS News*, co-op; 9:05-9:15 No network service; 9:15-9:30 *Man Around the House*, sust.; 9:30-9:45 *Perspective (U.N.)*, sust.; 9:45-10 No network service.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Camel, Chevrolet; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, co-op; 9:05-9:30 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, sust.; 9:05-10 *Monitor*, part.

10-11 a.m.

ABC 10-10:30 *Story Princess*, sust.; 10:30-10:55 No network service; 10:55-11 *Weekend News*, R.J. Reynolds, American Home Prod.
CBS 10-10:05 *CBS News*, Chevrolet; 10:05-11 No network service.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *America's Top Tunes*, co-op; 10:30-10:35 *News*, Arm & Hammer; 10:35-11 *America's Top Tunes*, co-op.
NBC 10-11 *Monitor*, part.

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, Ex-Lax, R.J. Reynolds.
CBS 11-11:05 *CBS News*, Chevrolet; 11:05-11:30 No network service. 11:30-12 *Steve Lawrence Show*, sust.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *America's Top Tunes*, co-op; 11:30-11:35 *News*, Arm & Hammer; 11:35-12 *America's Top Tunes*, co-op.
NBC 11-12 *Monitor*, part.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:25 No network service; 12:25-12:30 *News*, sust.; 12:30-12:55 *American Farmer*, sust.; 12:55-1 *Weekend News*, R. J. Reynolds, American Home Prod.
CBS 12-12:05 *CBS News*, co-op; 12:05-1 No network service.
MBS 12-12:05 *News;* 12:05-12:30 *America's Top Tunes*, co-op; 12:30-12:35 *Sports News*, Arm & Hammer, Camel, Esquire, Polish; 12:35-1 *America's Top Tunes*, co-op.
NBC 12-12:25 *National Farm and Home Hour*, Allis-Chalmers (limited network only, with remainder of stations available sustaining; split network with *Monitor*, part.); 12:25-12:30 *Alex Dreier*, Morton Salt; 12:30-12:45 *Red Foley*, Hess & Clark (limited network only, split with *Monitor*, part.); 12:45-1 *Monitor*, part.

1-2 p.m.

ABC 1-1:05 *Speaking of Sports*, sust.; 1:05-1:30 *Andy Reynolds Ranch Boys*, sust.; 1:30-1:55 *Shake the Maracas*, sust.; 1:55-2 *Weekend News*, R.J. Reynolds.
CBS 1-1:05 *CBS News*, co-op; 1:05-2 *United States Marine Band*, sust.
MBS 1-1:05 *News*, co-op; 1:05-1:30 *America's Top Tunes*, co-op; 1:15-conclusion (Oct. 24) *All-Service Football*, co-op; 1:30-1:35 *News*, co-op; 1:35-2 *America's Top Tunes*, co-op; 1:45-conclusion (Oct. 31) *All-Service Football*, co-op.
NBC 1-1:45 *Monitor*, part. (also repeats *Farm & Home*, 1-1:25 *Dreier*, 1:25-1:30, and Red Foley, 1:30-1:45) 1:45-2 *Monitor*, part.

2-3 p.m.

ABC 2-3 *Notre Dame Football*, Pontiac.
CBS 2-2:05 *CBS News*, Chevrolet; 2:05-3 No network service.
MBS 2-2:05 *News*, co-op; 2:05-2:30 *America's Top Tunes*, co-op; 2:15-conclusion (Nov. 7, 21) *All-Service Football*, co-op; 2:30-2:35 *News*, co-op; 2:35-3 *America's Top Tunes*, co-op; 2:45-conclusion (Oct. 17, Nov. 14), *All-Service Football*, co-op.
NBC 2-3 *Monitor*, part.

3-4 p.m.

ABC 3-4 *Notre Dame Football*, cont.
CBS 3-3:05 *CBS News*, Chevrolet; 3:05-4 No network service.
MBS 3-3:05 *News*, co-op; 3:05-3:30 *America's Top Tunes*, co-op; 3:30-3:35 *News*, co-op; 3:35-4 *America's Top Tunes*, co-op; 3:45-conclusion (Oct. 3) *All-Service Football*, co-op.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-conclusion *Notre Dame Football*, cont.
CBS 4-4:05 *CBS News*, co-op; 4:05-5 No network service.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *America's Top Tunes*, co-op; 4:15-conclusion (Sept. 26) *All-Service Football*, co-op; 4:30-4:35 *News*, Chevrolet; 4:35-5 *America's Top Tunes*, co-op; 4:35-conclusion (Dec. 5, 12) *Baltimore Colts Football*, National Brewing Co. (½ sponsorship).
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports*, sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News*, R.J. Reynolds.
CBS 5-5:05 *CBS News*, co-op; 5:05-6 No network service.
MBS 5-5:30 *News*, co-op; 5:30-6 *Sport News*, Arm & Hammer, Esquire Polish.
NBC 5-6 *Monitor*, part.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 *Navy Hour*, sust.; 6:30-6:35 *Speaking of Sports*, sust.; 6:35-6:55 No network service; 6:55-7 *Weekend News*, R.J. Reynolds.
CBS 6-6:05 *CBS News*, co-op; 6:05-6:30 *Jimmy Palmer Orchestra*, sust.; 6:30-6:55 *Saturday at the Chase*, sust.; 6:55-7 *Sports Time*, Stewart-Warner.
MBS 6-6:15 *News*, co-op; 6:15-6:30 *Viewpoint*, sust.; 6:30-6:35 *News*, Arm & Hammer, Camel, Chevrolet; 6:35-7 *Bill Stern's Sports Beat*, sust.
NBC 6-7 *Monitor*, part.

7-8 p.m.

ABC 7-7:30 No network service; 7:30-7:35 *Speaking of Sports*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, R.J. Reynolds.
CBS 7-7:05 *CBS News*, Chevrolet; 7:05-7:10 *News Analysis*, sust.; 7:10-8 No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *Hawaii Calls*, sust.; 7:30-8 *Word of Life Hour*, Word of Life.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez Show*, sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News*, R.J. Reynolds.
CBS 8-8:15 *World Tonight*, co-op; 8:15-8:30 No network service; 8:30-9 *World Music Festivals*, sust.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *Bandstand, U.S.A.*, co-op; 8:05-conclusion (Dec. 26) *All-Service Football*, co-op; 8:30-9 *Sport News*, Esquire Polish.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:25 *Lawrence Welk's Army Show*, sust.; 9:25-9:30 *Speaking of Sports*, sust.; 9:30-9:55 No network service; 9:55-10 *Weekend News*, R.J. Reynolds.
CBS 9-10 *World Music Festivals*, sust.
MBS 9-9:30 *News*, co-op; 9:30-10 *News*, Chevrolet.
NBC 9-10 *Monitor*, part.

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports*, sust.; 10:35-10:55 No network service; 10:55-11 *Weekend News*, R.J. Reynolds.
CBS 10-10:05 *CBS News*, sust.; 10:05-11 No network service.
MBS 10-10:30 *News*, co-op; 10:30-10:35 *News*, sust.; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:30 *Monitor*, part.; 10:30-11 *Grand Ole Opry*, R.J. Reynolds; (limited network only, remainder of stations available on sustaining basis).

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, sust.
CBS 11-12 No network service.
MBS 11-12 No network service.
NBC 11-12 *Monitor*, part.

Midnight-1 a.m.

ABC 12-1 No network service.
CBS 12-1 No network service.
MBS 12-1 No network service.
NBC 12-12:05 *News*, sust.; 12:05-1 No network service.

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 22 through Sept. 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

ACTION BY FCC

Coos Bay, Ore.—Pacific Television Inc.,—Granted vhf ch. 11 (198-204 mc); P.O. address Box 548, Eugene, Ore. Studio location Coos Bay. ERP 12.22 kw vis., 6.12 kw aur.; ant. height above average terrain 712 ft., above ground 341 ft. Estimated construction cost $70,800, first year operating cost $48,000, revenue $48,000. Trans. location Coos County. Geographic coordinates 43° 21' 18" N.Lat., 124° 14' 27" W.Long. Trans., ant. RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington, D.C. Consulting engineer A. D. Ring & Associates, Washington, D.C. Eugene Television Inc., licensee of KVAL-TV Eugene, will be sole owner. Eugene principals include **C. H. Fisher** (26.67%), owner KIHR Hood River, Ore., and others. Ann. Sept. 23.

APPLICATION

Reno, Nev.—Chronicle Publishing Co. vhf ch. 4 (66-72 mc); ERP 3.34 kw vis., kw aur.; ant. height above average terrain minus 353 ft., above ground 230 ft. Estimated construction cost $277,383, first year operating cost $375,000, revenue $45,000. P.O. address, 901 Mission St. San Francisco, Calif. Studio-trans. location 510 Montello St., Washoe County. Geographic coordinates 39° 32' 06.6" N.Lat., 119° 47' 37.8" W.Long. Trans. RCA TT-2BL, ant. RCA TF-2BM. Applicant publishes *San Francisco Chronicle* newspaper and is owner of KRON-FM-TV San Francisco. Ann. Sept. 25.

Existing Tv Stations

ACTIONS BY FCC

KCMC-TV, Texarkana, Tex.—Waived Sec. 3.685(a) of rules and granted application to change trans. location to about 40 miles from Texarkana and about 36 miles from Shreveport, La., increase ant. height to 1,590 ft., and make other equipment changes. Ann. Sept. 23.

KWRB-TV, Riverton, Wyo. — Granted waiver of Sec. 3.652(a) of rules to identify itself with Thermopolis and Worland as well as Riverton, but denied request for such waiver as to Lander, since that community does not receive principal city signal from KWRB-TV. Ann. Sept. 23.

New Am Stations

ACTIONS BY FCC

Tuscumbia, Ala.—Tuscumbia Bcstg. System—Granted 1410 kc, 500 w D. P.O. address Box 55 Haleyville, Ala. Estimated construction cost $20,000, first year operating cost $36,000, revenue $46,000. Equal partners are **Carl** and **Harrod Pugh** who also share ownership of WBRO Waynesboro, Ga. Ann. Sept. 23.

Independence, Iowa—Plains Bcstg. Corp.—Granted 1220 kc, 250 w D. P.O. address 107 E. Green Bay St., Shawano, Wis. Estimated construction cost $25,000, first year operating cost $45,000, revenue $48,000. One-fourth owners: **H. Darrel Shanklin**, supervisor-engineer, KCRG Cedar Rapids, Iowa; **Ray Gruetzmacher**, salesman-manager and **Sherwood Lorenz**, salesman-announcer, both with WTCH Shawano, Wis., and **Jeanne Donald**, owner of WTCH. Ann. Sept. 23.

Portageville, Mo.—New Madrid County Bcstg. Co.—Granted 1050 kc, 250 w-D. P.O. address Charles W. Stratton, 710 Pryor St., Mayfield, Ky. Estimated construction cost $11,040, first year operating cost $24,000, revenue $30,000. Owners are **Shelby McCallum** (25%), **Smith Dunn** (25%), **Mose Bohn**, H.D. **Bohn** and **Chas. W. Stratton** (each 16⅔%). Mr. McCallum is owner of WCBL Benton, Ky. Mr. Dunn is U.S. rural mail carrier. Ann. Sept. 23.

Sumter, S.C.—B.D.S. Radio & Tv Co.—Granted 1240 kc, 250 w unl. P.O. address % WJSO Rt. 6, Johnson City, Tenn. Estimated construction cost $15,983, first year operating cost $40,596, revenue $54,000. Equal partners are **William Bochman** and **Charles Bell**. Ann. Sept. 23.

APPLICATIONS

Abbeville, Ala.—Ralph W. Hoffman, 1480 kc, 1 kw D. P.O. address Box 271, Darlington, S.C. Estimated construction cost $15,619, first year operating cost $24,000, revenue $30,000. Applicant is owner WDAR Darlington, S.C. Ann. Sept. 24.

Prattville, Ala.—Billy Walker, 1330 kc, .5 kw D. P.O. address Box 1182, Montgomery, Ala. Estimated construction cost $13,551, first year operating cost $24,000, revenue $36,000. Mr. Walker is minister. Ann. Sept. 25.

El Centro, Calif.—Dennis Bcstg., 1150 kc, 1 kw D. P.O. address 127 Montgomery St., San Francisco, Calif. Estimated construction cost $44,300, first year operating cost $60,000, revenue $85,000. Applicant is **Reid W. Dennis** who is in insurance business. Ann. Sept. 25.

Watseka, Ill.—Iroquois County Bcstg. Co., 1360 kc, 1 kw D. P.O. address H. A. Preston, 114 Highland Ave. Newcastle, Wyo. Estimated construction cost $23,831, first year operating cost $41,000, revenue $52,000. Principal applicant is **H. A. Preston.** Mr. Preston is general manager of KASL Newcastle, Wyo. Ann. Sept. 25.

Alpena, Mich.—Rogers City Bcstg. Co., 620 kc, 1 kw D. P.O. address Moltke Drive, Rogers City, Mich. Estimated construction cost $26,800, first year operating cost $45,000, revenue $50,000. Principal applicants are **Harvey A.** and **Albert Klann** (26%). Messrs. Klann have majority interest WHAK Rogers City, Mich. Ann. Sept. 25.

Lebanon, Pa.—Lebanon Valley Bcstg. Co., 940 kc, 250 kw D. P.O. address % Samuel R. Youse 1218 Diamond St. Akron, Pa. Estimated construction cost $35,898, first year operating cost $54,500, revenue $72,000. Principal applicant is **Samuel R. Youse,** manager and minority owner of WGSA Ephrata, Pa. Ann. Sept. 23.

Tiverton, R.I.—Mt. Hope Bcstg. Co., 1140 kc, 250 kw. P.O. address 166 Earl Ave. Riverside, R.I. Estimated construction cost $9,431, first year operating cost $22,550, revenue $73,000. Applicants are **Peter B. Gemma** and **Edison E. Ford.** Mr. Gemma has interest in WLOV (FM) Cranston, R.I. Ann. Sept. 25.

Denver City, Tex.—Yoakum County Bcstg. Co., 1580 kc, 250 kw D. P.O. address % Claude Calvin McAdams, 705 Park Lane, Brownfield, Tex. Estimated construction cost $11,660, first year operating cost $21,000, revenue $32,000. Applicant is **Claude Calvin McAdams.** Mr. McAdams is employe of KTFY Brownfield, Tex. Ann. Sept. 23.

Existing Am Stations

ACTIONS BY FCC

WTYS Marianna, Fla.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N. Ann. Sept. 23.

KQTY Everett, Wash.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N. Ann. Sept. 29.

KGY Olympia, Wash.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N, and change in site and ant. Ann. Sept. 29.

KTW Seattle, Wash.—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 1250 kc, 1 kw-N, S-KWSC-N. remote control permitted. Ann. Sept. 29.

APPLICATIONS

WPEO Peoria, Ill.—Cp to increase power from 1 kw to 10 kw; install DA-D and new trans. (1020 kc). Ann. Sept. 23.

WYNS Towson, Md.—Mod. of cp as modified, which authorize new fm broadcast station, to change ant.-trans. location to same as studios; change station location to Baltimore, Md., and change type ant. & HAAT to 210.25 ft. (101.9 mc). Ann Sept. 23.

KVLV Fallon, Nev.—Cp to change frequency from 1250 kc to 980 kc and make changes in ant. and ground systems. Ann. Sept. 28.

WADA Shelby, N.C.—Cp to change from DA-D to non-DA ant. (1390 kc). Ann. Sept. 23.

WBFD Bedford, Pa.—Cp to increase power from 1 kw to 5 kw and install new trans. (1310 kc). Ann. Sept. 28.

KQTY Everett, Wash. — Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N. Ann. Sept. 23.

KGY Olympia, Wash.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N, and change in site and ant. Ann. Sept. 23.

KTW Seattle, Wash.—Granted increase in daytime power from 1 kw to 5 kw, continuing operation on 1250 kc, 1 kw-N, S-KWSC-N; remote control permitted. Ann. Sept. 23.

WKOY Bluefield, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Sept. 29.

New Fm Stations

ACTIONS BY FCC

Phoenix, Ariz.—Meredith Engineering Co. Granted 95.5 mc, 68 kw. P.O. address Richard B. Rawls, 613 North First Ave., Phoenix, Ariz. Estimated construction cost $29,046, first year operating cost $22,000, revenue $24,000. Other Meredith Stations (owned by

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
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FINANCIAL ADVISERS
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WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through September 29

	ON AIR Lic.	Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,359	59	105	718
FM	599	46	157	83
TV	467[1]	54	100	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through September 29

	VHF	UHF	TOTAL
Commercial	441	80	521
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through August 31, 1959

	AM	FM	TV
Licensed (all on air)	3,351	596	467[1]
CPs on air (new stations)	55	40	54[2]
CPs not on air (new stations)	107	148	99
Total authorized stations	3,513	784	668
Applications for new stations (not in hearing)	478	61	56
Applications for new stations (in hearing)	217	27	68
Total applications for new stations	695	88	124
Applications for major changes (not in hearing)	590	30	36
Applications for major changes (in hearing)	172	5	16
Total applications for major changes	762	35	52
Licenses deleted	0	2	1
CPs deleted	1	2	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Meredith Publishing Co.) are **KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N.Y.; KRMG Tulsa, Okla.** Ann. Sept. 23.

Phoenix, Ariz.—KOY Bcstg. Co. Granted 96.9 mc, 27.5 kw. P.O. address John L. Hogg, Box 2671, Phoenix, Ariz. Estimated construction cost $24,578, first year operating cost $24,000, revenue $30,000. Principals are **George R. Cook, Glenn Snyder, John L. Hogg, John R. Williams,** each 25%. KOY Bcstg. Co. is licensee of KOY Phoenix. Ann. Sept. 23.

Joliet, Ill.—WJOL Inc. Granted 96.7 mc, 1 kw. P.O. address 601 Walnut St., Joliet, Ill. Estimated construction cost $10,000. WJOL Inc. is licensee of WJOL Joliet. Ann. Sept.23.

Portland, Ore.—International Good Music Inc. Granted 95.5 mc, 68 kw. P.O. address 1151 Ellis St., Bellingham, Wash. Estimated construction cost $33,200, first year operating cost $15,000, revenue $20,000. Applicant owns KVOS Inc., Bellingham, Wash., and is permittee of KGMI (FM) and licensee of KVOS, both Bellingham. Ann. Sept. 23.

Detroit, Mich.—Richard E. Burris. Granted 99.5 mc, 36 kw. P.O. address 10075 Vernon, Huntington Woods, Mich. Estimated construction cost $22,758, first year operating cost $28,850, revenue $39,728. Sole owner, Mr. Burris has been salesman for WLDM-FM Detroit. Ann. Sept. 23.

Allentown, Pa.—WAEB Bcstrs. Inc. Granted 104.1 mc, 8.9 kw. P.O. address 130 Silver St., Manchester, N.H. Estimated construction cost $6,000. Applicant is licensee WAEB Allentown. Ann. Sept. 23.

APPLICATIONS

Little Rock, Ark.—Hi-Fi FM Bcstg. Co. 94.1 mc, 5 kw. P.O. address 311 Main St., Little Rock, Ark. Estimated construction cost $35,770, first year operating cost $35,000, revenue $40,000. Principal applicant is **James A. Moses** (96⅔%). Mr. Moses is in record business. Ann. Sept. 25.

Los Altos, Calif.—William J. Greene 97.7 mc, 1 kw. P.O. address 177 Second St., Box 818 Los Altos, Calif. Estimated construction cost $22,422, first year operating cost $36,000, revenue $30,000. Mr. Greene is in life insurance business. Ann. Sept. 25.

Plymouth, Mass.—Plymouth Rock Bcstg. Inc. 99.1 mc, 20 kw. P.O. address State Route #3 Plymouth, Mass. Estimated construction cost $26,013, first year operating cost $2,400, revenue $3,600. Principal applicant is **John T. Campbell.** Mr. Campbell is majority owner of WPLM Plymouth, Mass. Ann. Sept. 25.

***Central Square, N.Y.—Central Square High School** 89.3 mc, 1 kw. P.O. address Mr. Millard W. Hawk, Box 108 Constantia, N.Y. Estimated construction cost $2,750, first year operating cost $1,500. Ann. Sept. 29.

Boyertown, Pa.—Boyertown Bcstg. Co. 107.5 mc, 20 kw. P.O. address Box 88 Red Lion, Pa. Estimated construction cost $45,-180, first year operating cost $38,315, revenue $42,000. Applicants are **David G. Hendricks** (60%) and **Lester Greenwalt** (40%). Mr. Hendricks is employe of WGCB Red Lion, Pa. Mr. Greenwalt has minority interest in WGSA Ephrata, Pa. Ann. Sept. 25.

Seattle, Wash.—International Good Music Inc. 95.7 mc, 35.78 kw. P.O. address 1151 Ellis St., Bellingham, Wash. Estimated construction cost $32,000, first year operating cost $15,000, revenue $20,000. Principal applicant is **Rogan Jones.** Mr. Jones has majority interest in KVOS-AM-TV Bellingham, and KPQ Wenatchee, both Washington. Ann. Sept. 25.

Milwaukee, Wis.—Music-Air Inc. 104.7 mc, 16.65 kw. P.O. address 606 W. Wisconsin Ave., Milwaukee, Wis. Estimated construction cost $24,595, first year operating cost $27,600, revenue $30,000. Principal applicants are **Larry C. LaRue** and **John E. Dieringer,** 49% each. Both are employes of railroad. Ann. Sept. 25.

Wauwatosa, Wis.—Bcstg. Inc. 105.3 mc, 145 kw. P.O. address 2529 N. 114th St., Wauwatosa, Wis. Estimated construction cost $9,020, first year operating cost $13,000, revenue $15,000. Applicants are **Robert H. Perthel** and **Russell H. Leitch,** equal partners. Mr. Perthel is employe of Federal Aviation Authority. Mr. Leitch is in Air Force procurement. Ann. Sept. 25.

Existing Fm Stations

ACTIONS BY FCC

***WPRB (FM) Princeton, N.J.**—Granted cp to change from class A on 103.9 mc to class B fm station on 103.5 mc; ERP from 85 w to 1.10 kw; ant. height from 195 ft. to 190 ft.; waived Sec. 3.261 of rules to permit station to cease operations during Christmas and summer vacation periods of Princeton U.; remote control permitted. Ann. Sept. 23.

APPLICATION

WAWZ-FM Zarepath, N.J.—Cp to increase effective radiated power from 4.8 kw to 20.0 kw and install new trans. Ann. Sept. 23.

Ownership Changes

ACTIONS BY FCC

KGLA (FM) Los Angeles, Calif.—Granted assignment of licenses to **E. Edward Jacobson** (KDWD [FM] LaJolla); consideration $125,000. Ann. Sept. 23.

KVRH Salida, Colo.—Granted assignment of license to **William J. Murphy;** consideration $37,500. Ann. Sept. 23.

WKNB New Britain, Conn.—Granted assignment of license and cp to **Beacon Bcstg. Co.** (WICO Salisbury, Md.); consideration $225,000. Ann. Sept. 23.

WKNB, WNBC (TV) New Britain, Conn.—Granted amended applications for transfer of control and assignment of licenses and cp from **National Bcstg. Co.** to **Connecticut Television Inc.** (wholly owned by Plains Television Corp.); consideration $750,000; conditioned that no option rights inuring to Springfield Television Bcstg. Corp. (former subscriber) under correspondence dated Aug. 12, 1959, between that company and Connecticut Television be exercised without prior consent of Commission being obtained. By letter, denied petition by Hampden-Hampshire Corp. (WHYN-TV), Springfield, Mass., to designate applications for hearing. Plains is licensee of WUCS (TV) Springfield, Ill., and parent company of licensee of WCHU (TV) Champaign, Ill.; H & E Balaban Corp., half-owner of Plains, has interests in WTVO (TV) Rockford, Ill., WBMG (TV) Birmingham, Ala., WNCN-TV Grand Rapids, Mich., and WIL St. Louis, Mo., KBOX Dallas, Tex., and WRIT Milwaukee, Wis. Ann. Sept. 23.

WMTL Leitchfield, Ky.—Granted assignment of license from **Ernest Spurlock** and **Edward Corley** to new corporation of same name (**Clifford Spurlock,** president); consideration $35,000. Ann. Sept. 23.

WEKY Richmond, Ky.—Granted acquisition of positive control by **T.C. Quisenberry** through purchase of additional stock from **Kelly Rogers** for $14,725. Ann. Sept. 23.

WFDS-FM Baltimore, Md.—Granted assignment of license to **The Hearst Corp.** (WBAL-AM-TV Baltimore, WISN-AM-FM-TV Milwaukee, Wis., and interest in WCAE-AM-FM and WTAE [TV] Pittsburgh, Pa.); consideration $70,000. Ann. Sept. 23.

WIPS Ticonderoga, N.Y.—Granted assignment of license to **Bernard H. Pelzer Jr.;** consideration $35,000. Ann. Sept. 23.

KAST Astoria, Ore.—Granted transfer of control from **Robert B.** and **Daphne Chessman, Elsie C. Aldrich** and **Dorothy Engle** to **T.R. Gamble** and **C. Howard Lane** (have interest in KOIN-AM-FM-TV Portland); consideration $8,666. Ann. Sept. 23.

WSVA-AM-FM-TV Harrisonburg, Va.—Granted transfer of control from **Transcontinent Television Corp.** and **Hamilton Shea** to **Evening Star Bcstg. Co.** (WMAL-AM-FM-TV Washington, D.C.); consideration $153,000. Ann. Sept. 23.

WKDA Nashville, Tenn.—Granted assignment of license from **John W. Kluge** and **Hary Glascock** to **WKDA Bcstg. Inc.** (85% owned by Townsend Corp. of America); consideration $650,000 which includes $200,-000 for 5 years consultants fees to assignors and Alfred R. Johnson, and agreement not to compete for that period of time within 50 miles of Nashville. Ann. Sept. 23.

KNOK Fort Worth, Tex.—Granted assignment of license to **KNOK Bcstg. Inc.** (85% owned by Townsend Corp. of America); consideration $430,000 plus $40,000 over 5-year period to **John W. Kluge,** assignor sole stockholder, for consultant services and agreement not to compete. Ann. Sept. 23.

KORA Bryan, Tex.—Granted (1) renewal of license and (2) assignment of license from **David C. Jones Jr.** to **Bryan Bcstg. Co. Inc.** (Mr. Jones, vice president); stock transaction. Ann. Sept. 23.

KWEL Midland, Tex.—Granted (1) renewal of license and (2) assignment of license to **George Harrell Vaught;** consideration $126,000. Ann. Sept. 23.

KEVA Shamrock, Tex.—Granted (1) renewal of license and (2) assignment of license from **Albert Cooper** and **Merita Bumpers** to latter and **M. W. Yarborough** and **Robert G. Purrington,** d/b under same name; consideration $17,000 for Cooper's 60% interest. Ann. Sept. 23.

WHAP Hopewell, Va.—Granted assignment of license to WYSR Inc. (**S.L. Goodman,** president, has interest in WYTI Rocky Mount); consideration $80,000. Ann. Sept. 23.

WEAU-AM-FM Eau Claire, Wis.—Granted assignment of license to **Bcstrs. Services Inc.** (**William E. Walker,** president) and others have interest in WBEV Beaver Dam, WKTL Sheboygan, and WOSH Oshkosh, all Wisconsin, and KCLN Clinton, Iowa and WSJM St. Joseph, Mo.); consideration $350,-000. Ann. Sept. 23.

WISC-AM-FM Madison, Wis.—Granted assignment of licenses to **Heart O'Wisconsin Bcstrs. Inc.** (**William E. Walker,** president—see above); consideration $350,000. Ann. Sept. 23.

APPLICATIONS

WABB Mobile, Ala.—Seeks assignment of license from **Northern Virginia Bcstrs. Inc.** to **Bernard** and **Julius W. Dittman,** equal partners, for $185,000. Messrs. Dittman are appliance dealers. Ann. Sept. 23.

KHQL-TV Sterling, Colo.—Seeks assignment of cp from **Bi States Co.** to **Richard B. Steuer** for $2,185. Mr. Steuer is lawyer. Ann. Sept. 23.

WBRY Waterbury, Conn.—Seeks transfer of negative control from **James H. Lee** and **Sol Robinson** 24% each, **P. James Roosevelt** (26%), and others to **P. James Roose-**

velt (74%) and others for $27,600. Ann. Sept. 25.

WWCO Waterbury, Conn.—Seeks transfer of control from **Herbert Bloomberg** to **WWCO Inc.** Change to corporation. No ownership changes involved. Ann. Sept. 25.

WMOG Brunswick, Ga.—Seeks transfer of control from **Allen M. Woodall** (40%) **Yetta G. Samford, C. S. Shealy** and **Frederick G. Storey** 20% each d/b/a **Radio Brunswick Inc.** to **Allen M. Woodall** (70%), **Yetta G. Samford, C. S. Shealy** and **Frederick Storey** 10% each for $12,000. Ann. Sept. 24.

KHBC-AM-TV Hilo, Hawaii—Seeks transfer of control of **Hawaiian Bcstg. System Ltd.** from **Hialand Development Corp.** (a Delaware Corp.) to **Honolulu Star-Bulletin Ltd.** for $2,254,066 (transfer capital stock 75%). Hawaiian Bcstg. System Ltd. is licensee of KMAU-TV Wailuku, KGMB-TV Honolulu included in this sale. Ann. Sept. 25.

KGMB-TV Honolulu, Hawaii—Seeks transfer of control of **Hawaiian Bcstg. System Ltd.** from **Hialand Development Corp.** (a Delaware corp.) to **Honolulu Star-Bulletin Ltd.** for $2,254,066 (transfer of 75% capital stock). Sale includes KHBC-AM-TV Hilo and KMAU-TV Wailuku. Ann. Sept. 25.

KMAU-TV Wailuku, Hawaii—Seeks transfer of control of **Hawaiian Bcstg. System Ltd.** from **Hialand Development Corp.** (a Delaware corp.) to **Honolulu Star-Bulletin Ltd.** for $2,254,066 (transfer of 75% capital stock). Sale includes KHBC-AM-TV Hilo and KGMB-TV Honolulu. Ann. Sept. 25.

WJBM Jerseyville, Ill.—Seeks assignment of cp from **Tri-County Bcstg. Co.** to **Tri-County Bcstg. Co.** (a corporation). No financial consideration or change of ownership involved. Ann. Sept. 23.

KQAQ Austin, Minn.—Seeks assignment of cp from **George A. Hormel II** to **KQAQ Inc.** for $30,054. Principal purchasers are **Lester L. Gould** and **Roy A. Garr,** 25% each. Mr. Gould is majority owner (99%) of WJNC Jacksonville, N.C. Mr. Garr is lawyer. Ann. Sept. 23.

KGVO Missoula, Montana—Seeks assignment of license from **Mosbys Inc.** to **KGVO Bcstrs. Inc.** for $145,000. Principal purchaser is **Dale G. Moore** (93%). Mr. Moore has interest in and is general manager of KCAP Helena and KBMN Bozeman both Montana. Ann. Sept. 24.

WGIR Manchester, N.H.—Seeks assignment of license from **Northeast Bcstg. Corp.** to **Knight Radio Inc.** for $327,500. Purchaser is **Norman Knight.** Mr. Knight is majority owner of WTSV-AM-FM Claremont, WTSL Hanover, WHEB Portsmouth, all N.H. and WEIM Fitchburg, Mass. Ann. Sept. 23.

WIPS Ticonderoga, N.Y.—Seeks assignment of license from **Bernard Pelzer Jr.** sole owner, to **Ti Bcstg. Inc.** Change to corporation. No financial consideration involved. Change contingent upon FCC approval of prior consent to assignment of WIPS from Olean Bcstg. Co. to Mr. Pelzer. Ann. Sept. 25.

WEYE Sanford, N.C.—Seeks assignment of license from **Lee Bcstg. Corp.** to **WEYE Inc.** for $73,000. Purchasers are **Lawrence** and **Carol D. Brandon,** 50% each. Lawrence Brandon has 45% interest in WHVH Henderson, S.C. Carol D. Brandon has 55% interest that station. Ann. Sept. 24.

KTOK Oklahoma City, Okla.—Seeks transfer of control from **Wendell Mayes** and **C. C. Woodson** (50% each) to **Wendell Mayes,** sole owner, for $175,632 plus 50% of net profit after taxes until transfer of stock completed. Mr. Mayes is majority owner KNOW Austin, KBWD Brownwood, and KCRS Midland, all Texas. Ann. Sept. 24.

KFJI Klamath Falls, Ore.—Seeks transfer of control from **Willard D. Miller,** Executor of estate of **W. D. Miller,** deceased to **KFJI Bcstrs.** for $145,000. Principal purchasers are **Riley R. Gibson** (52%) and **Marco Hanan** (18%). Mr. Gibson is president of KXOA-AM-FM Sacramento and KXO El Centro, both California. Mr. Hanan is sales manager of KXO. Ann. Sept. 25.

WHJA Shelbyville, Tenn.—Seeks assignment of cp from **Bedford County Bcstg. Co.** to **Arthur Wilkerson** for $2,500. Mr. Wilkerson owns WLIL Lenoir City and WLIK Newport, both Tennessee. Ann. Sept. 23.

KVOW Littlefield, Tex.—Seeks assignment of license from **Southwestern Bcstrs.** to **Maples-McAlister Bcstg. Co.** for $71,250. Purchasers are **Grady F. Maples** and **R. B. McAlister,** equal partners. Messrs. Maples and McAlister are equal partners in KBYG Big Spring and KUKO Post, both Texas. Ann. Sept. 23.

KBFM(FM) Lubbock, Tex.—Seeks assignment of license from **Jack W. Blankenship,** sole owner to **Jack W. Blankenship** (60%) and **Emmett B. Kerr** (40%) d/b/a **Commercial Music Service of Lubbock, Tex.** for $20,000, and assignment of license from Commercial Music Service to **Background Music Inc.** (also owned by Mr. Blankenship, 60%; and Mr. Kerr, 40%) for $50,000. Assignment to Background Music Inc. contingent upon FCC approval of assignment from Mr. Blankenship to Commercial Music Service of Lubbock. Sale to Commercial Music Service also includes (subject to approval of Muzak Corp. of New York) a 40% undivided interest in Muzak franchise held by Mr. Blankenship to Mr. Kerr. Mr. Kerr is farmer. Ann. Sept. 23.

KSUB Cedar City, Utah—Seeks transfer of control from **Beehive Telecasting Corp.** to **Southern Utah Bcstg. Co.** for $75,000, (sale of 64% common stock of licensee corp.). No other ownership information available. Ann. Sept. 29.

WHBG Harrisonburg, Va.—Seeks transfer of control from **William W. Greer Jr.** (50%) and **Charles** and **Zerilda Dillon** 25% each, to **William W. Greer Jr.** sole owner, for $5,000 plus additional obligations incurred by licensee corporation. Ann. Sept. 23.

Hearing Cases

FINAL DECISIONS

By order, Commission (1) denied exceptions of Marshall Electric Co. (KFJB), Marshalltown, Iowa, and (2) affirmed June 19 initial decision and granted application of Plains Bcstg. Corp. for new am station to operate on 1220 kc, 250 w-D in Independence, Iowa. Ann. Sept. 23.

By order, Commission adopted and made effective immediately Sept. 2 initial decision and granted application of Pacific Television Inc. for new tv station to operate on ch. 11 in Coos Bay, Ore. Ann. Sept. 23.

By memorandum and order, Commission, on petition by applicants, granted applications of Old Belt Bcstg. Corp., South Hill, Va., and Patrick Henry Bcstg. Corp., Martinsville, Va., to increase power of their am stations WJWS and WHEE, respectively, from 1 kw to 5 kw, continuing operation on 1370 kc, D. Ann. Sept. 23.

By order, Commission, on petition by applicant, reconsidered and granted without hearing, effective immediately, application of New Madrid County Bcstg. Co. for new am station to operate on 1050 kc, 250 w-D in Portageville, Mo., subject to interference which would be caused by operations proposed in applications of Graves County Bcstg. Inc., Providence, Ky., and Muhlenburg Bcstg. Co. (WNES), Central City, Ky., which remain in hearing status. Ann. Sept. 23.

By order, Commission dismissed application of Fort Myers Bcstg. Co. for increase in daytime power of WINK Fort Myers, Fla., from 250 w to 1 kw, with continued operation on 1240 kc, 250 w-N. Application sought increase in daytime power of Class IV station in geographical area inconsistent with Secs. 3.21 (c) and 3.28 (b) of rules. Ann. Sept 23.

INITIAL DECISIONS

Judge Horace Stern, special hearing examiner designated by Commission, issued his initial decision on issues in Boston ch. 5 tv proceeding which was remanded to Commission on July 31, 1958, by U.S. Court of Appeals for District of Columbia. Initial decision finds no facts warranting action to set aside the Commission's April 24, 1957 grant to WHDH Inc., for new tv station in Boston. Ann. Sept 23 (see BROADCASTING, Sept. 28).

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denying application of Musical Heights Inc., for new am station to operate on 1370 kc, 500 w, DA-D in Braddock Heights, Md. Ann. Sept. 25.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward (1) granting application of Farmington Bcstg. Co. for new tv station to operate on ch. 12 in Farmington, N.M., and (2) dismissing mutually exclusive application of Four Corners Bcstg. Co. Applicants have entered into merger agreement. Ann. Sept. 28.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Liberty Television Inc., for new tv station to operate on ch. 19 in Eugene, Ore., and denying competing application of KEED Inc. Ann. Sept. 28.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by Eider C. Stangland for reconsideration and grant without hearing of his application for new am station to operate on 1550 kc, 500 w-D in Sheldon, Iowa, which is in consolidated hearing. Ann. Sept. 23.

By memorandum opinion and order, Commission (1) granted motion by Fox Valley Bcstg. Co., Geneva, Ill., to strike exceptions

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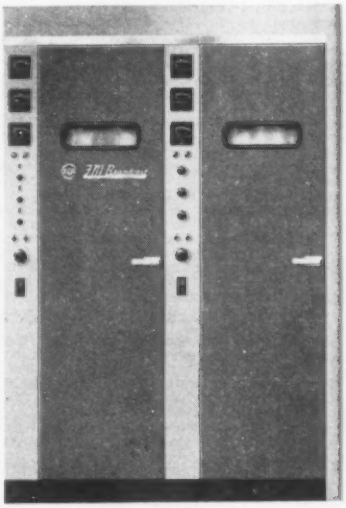

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by Logansport Bcstg. Corp., Aurora-Batavia, Ill., and (2) denied Loganport petition for waiver of Sec. 1.154 of procedural rules, but gave latter 15 days to file exceptions and brief to initial decision. Comr. Ford concurred with statement. (Feb. 16 initial decision looked toward granting application of Fox Valley for new am station on 1480 kc, 500 w-N, 1 kw-D, DA-2, in Geneva and denying Logansport application seeking same facilities in Aurora-Batavia.) Ann. Sept. 23.

By order, Commission (1) accepted late filing by Interstate Bcstg. Inc. (WQXR), New York, N.Y., of its reply to opposition to protest, and (2) affirmed Sept. 9 action which dismissed protest by WQXR to July 15 grant of cp to Patchogue Bcstg. Inc., for new am station (WAPC) to operate on 1570 kc, 1 kw, DA, D, in Riverhead, N.Y. Ann. Sept. 23.

By memorandum opinion and order, Commission granted protest and petition for reconsideration by Wichtex Radio and Television Co. (KFDX-TV ch. 3), Wichita Falls, Tex., to extent of designating for evidentiary hearing application of Oklahoma Quality Bcstg. Co. to change trans. location of station KSWO-TV (ch. 7) Lawton, Okla., from about 4 miles east of Lawton and 49 miles northeast of Wichita Falls to about 32 miles from Lawton and 24 miles from Wichita Falls, increase ERP to 25 dbk (316 kw) vis. and 22 dbk (158 kw) aur., change type ant. and trans. and make other equipment changes, with ant. 1,050 ft.; rejected KFDX-TV request for stay of July 29 grant of KWSO-TV application; made protestant party to proceeding. Ann. Sept. 23.

By memorandum opinion and order, Commission enlarged issues in proceeding on applications of Walter L. Follmer, Hamilton, Ohio; Interstate Bcstg. Co. (WQXR), New York, N.Y., and Booth Bcstg. Co. (WTOD), Toledo, Ohio, involving use of 1560 kc. To extent of added issues, petitions by WQXR and Broadcast Bureau were granted. Ann. Sept. 23.

By memorandum opinion and order, Commission granted motion by Northeast Radio Inc., to extent of enlarging issues in proceeding on its application to increase power of station WCAP Lowell, Mass., from 1 kw to 5 kw, continuing operation on 980 kc D. Ann. Sept. 23.

By memorandum opinion and order, Commission denied petition by William C. Forrest (WRDB), Reedsburg, Wis., for reconsideration of Commission's action of March 10 vacating stay of grants to Tomah-Mauston Bcstg. Inc., for new am station (WTMB) to operate on 1390 kc, 500 w-D in Tomah, Wis., and mod., which had been protested by WRDB. By separate memorandum opinion and order, Commission denied WRDB's request for inquiry, investigation or other proceeding into certain financial and ownership representations of WTMB. Ann. Sept. 23.

Commission scheduled following am proceedings for oral argument on Oct. 30: Enterprise Bcstg. Co., Fresno, Calif.; Air Waves Inc. (KONG), Visalia, Calif.; Radio Dinuba Co. (KRDU), Dinuba, Calif., and Westminster Bcstg. Co. (WCME), Brunswick, Me. Ann. Sept. 23.

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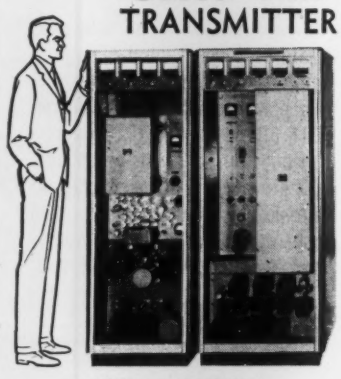

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Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Granted petition by Broadcast Bureau for extension of time to Nov. 20 to file exceptions to initial decision in proceeding on applications of Capitol Bcstg. Co. and W. A. Pomeroy for new am stations in East Lansing and Tawas City-East Tawas, Mich.

Granted petition by Broadcast Bureau for extension of time to Sept. 30 to file responsive pleadings to petition by Donze Enterprises Inc. (KSGM), Chester, Ill., to enlarge issues in proceeding on its am application, et al.

Granted petition by Village Bcstg. Co., Oak Park, Ill., for extension of time from Sept. 14 to Oct. 14 to reply to petition by Fox Valley Bcstg. Co., to enlarge issues in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Village Bcstg. Co., et al.

Granted petition by Broadcast Bureau for extension of time to Oct. 9 to file replies to petition by Washington Post Co. to enlarge issues in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al.

Granted petition by Broadcast Bureau for extension of time to Oct. 6 to reply to motion by Mainland Bcstg. Co., Portage, Pa., to sever from hearing and for immediate grant of its application which is in consolidated proceeding with am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Actions Sept. 21.

Granted petitions by Radio Active Inc. (KLEO), WPFA Radio Inc. (WCVS), and KFIZ Bcstg. Co., to enlarge issues in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Sept. 22.

By Commissioner John S. Cross

Granted petition by Broadcast Bureau for extension of time to Sept. 29 to file responsive pleadings to petitions by Suburban Bcstg. Inc., and Concert Network Inc. to enlarge issues in proceeding on Suburban's application and that of Camden Bcstg. Co., for new fm stations in Mount Kisco, N.Y., and Newark, N.J. Action Sept. 18.

By Chief Hearing Examiner James D. Cunningham

Dismissed with prejudice for failure to file written appearance application of Hall County Bcstg. Co. (WLBA), Gainesville, Ga., which was in consolidated proceeding with am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Sept. 17.

Scheduled hearing for Dec. 7 on applications of Lawrence W. Felt and International Good Music Inc., for new fm stations in Carlsbad and San Diego, Calif. Action Sept. 18.

Granted request by Radio Holly Springs to extent that it involves dismissal of its application for new am station in Holly Springs, Miss.; dismissed application with prejudice and retained in hearing status remaining applications in consolidation. Action Sept. 21.

Scheduled oral argument for 9:20 a.m., Sept. 29, on petition by Sam H. Bennion, for reconsideration of Sept. 10 action which dismissed with prejudice his application which was in consolidation proceeding with application of Eastern Idaho Bcstg. and Tv Co., both for new tv station to operate on ch. 8 in Idaho Falls, Idaho; parties allowed five minutes for presentation of argument.

Granted informal request by Millington Bcstg. Co. (WHEY), Millington, Tenn., received Sept. 4 and amended by document submitted Sept. 22, for dismissal without prejudice of his am application which was in consolidated proceeding with am applications of Radio Muscle Shoals Inc. (WOWL), Florence, Ala., et al. Actions Sept. 25.

By Hearing Examiner J. D. Bond

Granted motion by Broadcast Bureau for continuance of hearing from Sept. 28 to Oct. 26 in proceeding on am application of Clearwater Bcstg. Corp. (WDCL), Tarpon Springs, Fla., for modification of license. Action Sept. 23.

Confirmed ruling made on Sept. 22 hearing record pursuant to motion for continuance by counsel for Donald W. Huff and adjourned further hearing until Oct. 15 in proceeding on Huff's application and that of Equitable Publishing Co. for new am stations in Lansdale, Pa. Action Sept. 22.

By Hearing Examiner Basil P. Cooper

Scheduled evidentiary hearing for Sept. 25 in proceeding on am applications of John Laurino, Ashland, Va., and The Capital Bcstg. Co. (WNAV), Annapolis, Md. Action Sept. 21.

Scheduled prehearing conference for Sept. 25 at 11 a.m., on application of The Dodge City Bcstg. Inc., for new am station in Liberal, Kan. Action Sept. 18.

By Hearing Examiner Thomas H. Donahue

Issued order governing course of hearing in proceeding on am applications of Grand Haven Bcstg. Co. (WGHN), Grand Haven, Mich., et al., and following calendar was established: Oct. 30 direct written presentation to be furnished other parties and examiner; Nov. 9 further prehearing conference; Nov. 16 hearing. Action Sept. 22.

By Hearing Examiner Charles J. Frederick

On oral request by counsel for Broadcast Bureau and with agreement of counsel for KVFC Inc. (KVFC), Cortez, Colo., continued hearing from Sept. 30 to Oct. 20 in proceeding on KVFC application. Action Sept. 22.

Granted petitions by Harlan Murrelle and Assocs., Lakewood, N.J., for extension of time to Sept. 26 to respond to petition by Radio Toms River, Toms River, N.J., and by broadcast bureau for extension of time to Sept. 25 to file responses to separate petitions by Peoples Bcstg. Corp. (WGAR), Cleveland, Ohio, William C. Forrest (WIBU), Poynette, Wis., WBOW Inc. (WBOW), Terre Haute, Ind., and Radio Toms River, to enlarge issues in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al. Action Sept. 25.

By Hearing Examiner Charles J. Frederick

Granted petitions by Craig Siegfried (KTNC), Falls City, Neb., and Community Broadcasting Co. (WTOL), Toledo, Ohio, respondents, to accept their late appearances in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al. Action Sept. 23.

Denied motion by Community Bcstg. Co. (WTOL), Toledo, Ohio, for extension of time for one week to file motion to enlarge issues in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al. Action Sept. 24.

Granted motion by Bcstrs., Ore. Ltd., and Gospel Bcstg. Co. to quash taking of depositions to extent that items 1, 2, 6, and 7 are quashed, scheduled Oct. 7 for taking of depositions in Portland, Ore., formalized denial by hearing examiner of assignor and assignee's motion to close record as shown in transcript, and scheduled further hearing for purpose of considering aforesaid depositions for Oct. 22 in Washington, D.C., in the matter of consent to assignment of licenses of stations KPAM and KPFM Portland. Action Sept. 24.

Ordered that record in Moline, Ill., tv ch. 8 proceeding shall reflect stipulation between Illiway Tv Inc., and Moline Tv Corp. that program amendment referred to in Illiway's Exhibit 12, page 6, was signed on June 10, 1958, and filed with Commission on June 12, 1958, and is last program amendment submitted by Illiway; received in evidence Community Telecasting Corp.'s Exhibit 60, and closed record. Action Sept. 24.

Granted petition by Alkima Bcstg. Co. for leave to amend its application to make minor changes in designation of the parameters for its ant. radiation pattern in proceeding on its application and those of Herman Handloff and Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del. Action Sept. 25.

By Hearing Examiner Isadore A. Honig

Granted request by field engineering and monitoring bureau for indefinite continuance of hearing scheduled for Oct. 2 in matter of cease and desist order to be directed to Massachusetts Steel Treating Corp., Worcester, Mass. Action Sept. 23.

By Hearing Examiner Annie Neal Huntting

Scheduled hearing for Oct. 15 in proceeding on am application of Radio Missouri Corporation (WAMV), East St. Louis, Ill. Action Sept. 22.

By Hearing Examiner H. Gifford Irion

Upon agreement of parties at Sept. 22 prehearing conference, continued hearing

from Oct. 7 to Oct. 12 in proceeding on application of Eastern Idaho Bcstg. and Television Co. for new tv station to operate on ch. 8 in Idaho Falls, Idaho. Action Sept. 22.

Granted joint petition by Continental Bcstg. Corp. (WHOA), San Juan, and Jose R. Madrazo, Guaynabo, P.R., for continuance of date for exchange of exhibits from Sept. 28 to Oct. 12 and from Oct. 5 to Oct. 21 for hearing on their am applications. Action Sept. 25.

By Hearing Examiner Jay A. Kyle

Pursuant to Sept. 21 hearing in proceeding on applications of Sheffield Bcstg. Co. and J. B. Falt Jr., for new am stations in Sheffield, Ala., scheduled Oct. 13 for filing proposed findings of fact and conclusions and Oct. 26 for replies, if any, and closed proceeding. Action Sept. 21.

On own motion, continued without date prehearing conference and hearing, which were set for Sept. 25 and Sept. 30, respectively, in proceeding on am application of WPGC Inc. (WPGC), Morningside, Md. Action Sept. 22.

On own motion, continued without date prehearing conference which was set for Sept. 23 in proceeding on applications of WBUD Inc. and Concert Network Inc., for new fm stations in Trenton, N.J. Action Sept. 22.

By Hearing Examiner Forest L. McClenning

By order, formalized certain agreements reached at Sept. 15 prehearing conference in proceeding on applications of Birney Imes Jr., for new am station in West Memphis, Ark., et al.; scheduled hearing for Jan. 18, 1960. Action Sept. 22.

Upon request by Satellite Center Radio Co., scheduled further prehearing conference for Sept. 28 in proceeding on Satellite's application and that of Denver Bcstg. Co., for new am stations in Denver and Arvada, Colo. Action Sept. 23.

Pursuant to agreement of parties, continued hearing to Oct. 1, at 10:30 a.m., in proceeding on am application of Radio Americas Corp. (WORA), Mayaguez, P.R.

Granted petition by KFWB Bcstg. Corp., respondent, for continuance of certain procedural dates in proceeding on am application of Southbay Bcstrs., Chula Vista, Calif.; continued hearing from Sept. 29 to Nov. 10, at 11 a.m. Actions Sept. 24.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for Oct. 26 in proceeding on applications of Lawrence W. Felt and International Good Music Inc., for new fm stations in Carlsbad and San Diego, Calif. Action Sept. 23.

Granted petition by North Suburban Radio Inc., for leave to amend its application to reflect stock agreement between it and Mid-America Bcstg. System Inc., competing applicant for new am station to operate on 1430 kc, 1 kw DA-D, in Highland Park, Ill. Action Sept. 24.

By Hearing Examiner Elizabeth C. Smith

Pursuant to agreement of parties arrived at during Sept. 18 prehearing conference, continued from Oct. 9 to Dec. 9 hearing in proceeding on application of South Minneapolis Bcstrs. for new am station in Bloomington, Minn. Action Sept. 18.

Granted motion by the National Bcstg. Co. (WRCA), New York, N.Y., insofar as it requests continuance of prehearing conference in proceeding on its am application; continued prehearing conference from Sept. 23 to Nov. 5 and continued to date to be fixed at prehearing conference scheduled for Oct. 30

Pursuant to agreement of counsel at prehearing conference of Sept. 21, continued hearing from Oct. 8 to 2 p.m., Dec. 14 in Greensboro-High Point, N.C., tv ch. 8 proceeding. Actions Sept. 21.

Granted petition by broadcast bureau for extension of time from Sept. 23 to Sept. 28 to file pleadings in response to petition for reconsideration filed by TriCities Bcstg. Co., one of applicants in Greensboro-High Point, N.C., tv ch. 8 proceeding. Action Sept. 25.

Commission on Sept. 22 amended Sec. 3.682 of part 3 of rules to delete note following that section which authorized tv broadcast stations to transmit reference test signals through Oct. 3, 1959. A Sept. 9 action authorized transmission on regular basis, thus eliminating need for the special authority.

Commission has revised its radio equipment list, part A, showing transmitters, translators, and monitors acceptable, as of Aug. 31, for use in tv broadcast service, provided operation is in accordance with Commission's rules and that technical specifications listed are not exceeded. "Type acceptance" is required for listing of transmitters, and "type approval" is necessary for translator and monitor listings.

It is not possible for Commission to print the list in sufficient quantity to permit general distribution. However, copies will be available for inspection at Commission's offices in Washington, D.C., and at each of its field offices. Industries and others interested may reproduce list in whole or in part if they so desire. Arrangements may be made through the Technical Research Div. of the Office of Chief Engineer for loan of copy for this purpose.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of September 25

WOC-TV Davenport, Iowa—Granted cp to change trans. location, trans. make changes in ant. system and other equipment changes; ant. 940 ft.

WTMJ-TV Milwaukee, Wis.—Granted cp to make changes in ant. system and equipment; ant. 900 ft. (main trans. & ant.)

***WBAA West Lafayette, Ind.**—Granted cp to make changes in ant. system (side mount fm ant. on center tower); condition.

Nevada Radio-Television Inc. Reno, Nev.—Granted cp for new tv intercity relay station.

WLOB-FM Portland, Me.—Granted cp to replace expired permit which authorized new fm station.

WOOW Greenville, N.C.—Granted mod. of cp to change studio location and type trans.; remote control permitted.

KSFM (FM) Sacramento, Calif.—Granted extension of completion date to Oct 30.

Actions of September 24

WICC-AM-TV Bridgeport, Conn.—Granted assignment of licenses to **Connecticut-New York Bcstrs. Inc.**

WHBG Harrisonburg, Va.—Granted acquisition of positive control by **William Wallace Greer, Jr.** through purchase of stock from **Charles** and **Zerilda Dillon.**

WARN Ft. Pierce, Fla.—Granted cp to change ant.-trans. and studio location and make changes in ground system.

WPAT-FM Paterson, N.J.—Granted cp to decrease ERP to 4.4 kw; increase ant. height to 870 ft.; change ant.-trans. location; install new trans. and new ant.; remote control permitted; waived Sec. 3.205 (a) of rules to permit main studio to be located at site other than in place where station is located and not at trans. site and cp to install new trans. to be used as alternate main trans.

WAUG-FM Augusta, Ga.—Granted cp to install new trans. and increase ERP to 9 kw; ant. 100 ft.

KNDO (TV) Yakima, Wash. — Granted mod. of cp to change ERP to vis. 19.5 kw, aur. 10.5 kw, type ant., make changes in equipment, correct geographical coordinates (not move) and specify studio location; ant. 960 ft.

KCCC-TV Sacramento, Calif.—Granted mod. of cp to change ERP to vis. 15.8 kw, aur. 8.51 kw, install new trans. and ant. system, and make changes in equipment; ant. 320 ft.

KRKD-FM Los Angeles, Calif.—Granted mod. of SCA to install new equipment.

The following stations were granted extensions of completion dates as shown: K76AR, K78AL, K80AR, K82AI Minneonto Television Inc., Kabetogama, and Orr, Minn., to Dec. 31.

Actions of September 23

WDMG Douglas, Ga.—Granted mod. of license to operate trans. by remote control, using DA-N; conditions.

KWME-FM Walnut Creek, Calif.—Granted change of remote control authority.

Actions of September 22

KRLD-AM-FM-TV Dallas, Texas—Granted assignment of licenses to **The Times Herald Printing Co.**

WCQS Alma, Ga.—Granted assignment of license to **Queen City Bcstg. System Inc.**

WHAB Baxley, Ga.—Granted assignment of license to **WHAB Radio Inc.**

WVSC Somerset, Pa.—Granted assignment ment of license to **Radio Station WVSC Inc.**

WITE Brazil, Ind.—Granted assignment of cp to **Quad Cities Bcstg. Corp.**

KPAP Redding, Calif.—Granted relinquishment of negative control by **P. Dalporto** through sale of stock by **C. E. Chamberlain, P. Dalporto** and **Victor Milnes** to **James R. Hampton** and **Victor Milnes.**

KSRA Salmon, Idaho—Granted relinquishment of negative control by **Snake River Radio & Television Co., Inc.** through transfer of stock to **Richard Eugene** and **Sara Lynn Carr.**

KFI Los Angeles, Calif.—Granted mod. of license to operate main trans. by remote control.

WOOD-TV Grand Rapids, Mich.—Granted cp to change trans. location, make changes in ant. system and other equipment; ERP vis. 316 kw, aur. 158 kw, ant 1,000 ft.

WDAM-TV Laurel, Miss.—Granted mod. of cp to change name to South Mississippi Television Co.

Following stations were granted extensions of completion dates as shown: KERA-TV Dallas, Tex. to March 30, 1960; WGAN-TV Portland, Me. (main trans. & ant.) to April 13, 1960; KOPR-TV Butte, Mont. to Feb. 13, 1960; KOMC (TV) McCook, Neb. to Dec. 21; WSPD-TV Toledo, Ohio (aux. trans.) to Jan. 13, 1960; KNAC (TV) Hot Springs, Ark. to March 28, 1960; WARD-TV Johnstown, Pa. to Feb. 13, 1960.

Actions of September 21

KBMI Henderson, Nev.—Granted mod. of license to operate trans. by remote control.

WLOD Pompano Beach, Fla. — Granted mod. of license to change name to WLOD Inc.

WYFI (FM) Norfolk, Va.—Granted cp to make changes in ant. system and change ground system; ERP 13.5 kw.

Following stations were granted extensions of completion dates as shown: KYAP Ruidoso, N.M. to Nov. 30; KCUL Fort Worth, Tex. to Feb. 8, 1960; KSPL-FM Diboll, Tex. to Nov. 21; WNWC (FM) Arlington Heights, Ill. to Dec. 31.

WPDR Portage, Wis.—Granted authority to sign-off at 5:15, CST, for period beginning Sept. 27 and ending Sept. 30.

PETITIONS FOR RULEMAKING FILED

Hastings-Raydist Inc., Hampton, Va. (9-22-59)—Requests that table of frequency allocations found in Sec. 2.104, Sec. 11.601, *et sec.*, of sub part M of part 11 and Sec. 20.29 of part 20 of rules be amended to provide for use of certain frequencies in 1650-1655 and 3300-3310 kc bands as well as entire 1750-1800 kc band for radiolocation operations throughout continental United States, Alaska, Hawaii and the United States' possessions, on noninterference basis.

WLUK-TV Marinette, Wis. (9-22-59)—Requests reallocation of ch. 11 from Marinette to Green Bay, Wis. and simultaneous mod. of WLUK-TV's outstanding license to specify operation on ch. 11 in Green Bay. Ann. Sept. 25.

How the FCC radio processing line will be

Following applications, announced Sept. 24 are on top of the standard radio processing line and are due to be considered by FCC, beginning Oct. 31. Any new applications or changes in current applications that may conflict with applications on this list must be filed with FCC by close of business Oct. 30 in order to be considered with this group.

Applications from the top of processing line:

BP-12238—KSAM Huntsville, Tex., Huntsville Bcstg. Co. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12250—WILM Wilmington, Del., Delaware Bcstg. Co. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12251—WRAW Reading, Pa., WRAW Inc. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12254—NEW Wheatland, Wyo. Kowboy Bcstg. Co. Req: 1340kc, 250w, Unl.

BP-12261—WNEX Macon, Ga., Macon Bcstg. Co. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12262 WOPI Bristol, Tenn., WOPI Inc. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12264—WBHF Cartersville, Ga., W. R. Frier. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12270—WSSC Sumter, S.C., Radio Sumter Inc. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12286—WELY Ely, Minn., Charles B. Persons. Has: 1450kc, 250w, Unl. Req: 1450 kc, 250w, 1kw-LS, Unl.

BP-12287—KXRA Alexandria, Minn., Alexandria Bcstg. Corp. Has: 1490kc, 250w, Unl.

Req: 1230kc, 250w, 1kw-LS, Unl.

BP-12288—WJEF Grand Rapids, Mich., Amalgamated Properties Inc. Has: 1230kc, 250w, Unl. Req: 1230kc, 250w, 500w-LS, Unl.

BP-12290—WMSA Massena, N.Y., The Brockway Co. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12294—WCRS, Greenwood, S.C., Grenco Inc. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12297—KROC Rochester, Minn., Southern Minnesota Bcstg. Co. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12301—WIKB Iron River, Mich., Iron County Bcstg. Corp. Has: 1230kc, 250w, Unl. Req: 1230kc, 250w, 1kw-LS, Unl.

BP-12309—WJNC Jacksonville, N.C., Onslow Bcstg. Corp. Has: 1240kc, 250w, Unl. Req: 1240kc, 250w, 1kw-LS, Unl.

BP-12310—WOKK Meridian, Miss., New South Bcstg. Corp. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12312—WTTH Port Huron, Mich., Times-Herald Co. Has: 1380kc, 1kw, DA-1, Unl. Req: 1380kc, 5kw, DA-2, Unl.

BP-12322—WFOY St. Augustine, Fla., Ponce de Leon Bcstg. Co. Has: 1240kc, 250w, Unl. Req: 1240kc, 250w, 1kw-LS, Unl.

BP-12327—KWYN Wynne, Ark., East Arkansas Bcstrs. Inc. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12328—WSTP Salisbury, N.C., WSTP Inc. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12339—KCMS Manitou Springs, Colo., Garden of the Gods Bcstg. Co. Has: 1490 kc, 100w, Unl. Req: 1490kc, 250w, Unl.

BP-12340 — WBRE Wilkes-Barre, Pa., WBRE Radio Inc. Has: 1340kc, 250w, D, Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12341—KBOW Butte, Mont., Copper City Radio Co. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12342—WHDL Olean, N.Y., WHDL Inc. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12346—NEW Ashland, Ore., Faith Tabernacle Inc. Req: 1350kc, 1kw, D.

BP-12347—KMRS Morris, Minn., Western Minnesota Bcstg. Co. Has: 1570kc, 1kw, D, Req: 1230kc, 250w, Unl.

BP-12348—KRXL Roseburg, Ore., Umpqua Bcstrs. Inc. Has: 1240kc, 250w, Unl. Req: 1250kc, 5kw, D.

BP-12351—WJLK Detroit, Mich., Booth Bcstg. Co. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12354—KVLF Alpine, Tex., Big Bend Bcstrs. Has: 1240kc, 250w, Unl. Req: 1240 kc, 250w, 1kw-LS, Unl.

BP-12355—NEW San German, P.R., Jose Soler Req: 1090kc, 250w, Unl.

BP-12356—WMVG Milledgeville, Ga., Michael T. Landy. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12361—WGUS N. Augusta, S.C., Dixie Bcstg. System. Has: 1600kc, 500w, D. Req: 1380kc, 1kw, D.

BP-12364—KTUR Turlock, Calif., KTUR Inc. Has: 1390kc, 1 kw, DA-N, Unl. Req: 1390kc, 5kw, DA-2, Unl.

BP-12365—NEW Ft. Atkinson, Wis, Shorewood Bcstg. Corp. Req: 940kc, 1kw, DA-D.

BP-12366—WBOP Pensacola, Fla., Tri-Cities Bcstg. Inc. Has: 980kc, 500w, D. Req: 980kc, 1kw, D.

BP-12372—NEW Glen Burnie, Md., Southfield Bcstg. Inc. Req: 1590kc, 500w, DA-2, Unl.

BP-12374—NEW Black Mountain, N.C., Mountain View Bcstg. Co. Req: 1350kc, 500w, D.

BP-12375 — WEPM Martinsburg, W.Va., Martinsburg Bcstg. Co. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12380—KDNT Denton, Tex., Harwell V. Shepard. Has: 1440kc, 500w, 1kw-LS, DA-N, Unl. Req: 1440kc, 500w, 5kw-LS, DA-N, Unl.

Applications on which 309(b) letters have been issued

BP-12265—WINC Winchester, Va., Richard F. Lewis Jr. Inc. of Winchester. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12311—WWIN Baltimore, Md., Belvedere Bcstg. Corp. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12336—WHLF South Boston, Va., Halifax Bcstg. Co. Has: 1400kc, 250w, Unl. Req. 1400kc, 250w, 1kw-LS, Unl.

BP-12343 — WOND Pleasantville, N.J., South Jersey Radio Inc. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12352—NEW Shelbyville, Ky., Shelby Bcstg. Co. Req: 940kc, 250w, D.

BP-12359—NEW Redwood City, Calif., Redwood City Radio Inc. Req: 850kc, 1kw, DA-1, Unl.

BP-12360—NEW Redwood City, Calif., Hometown Bcstrs. Req: 850kc, 500w, DA-1, Unl.

BP-12371—WALE Fall River, Mass., Narragansett Bcstg. Co. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 500w-LS, Unl.

BP-12373—NEW South Haven, Mich., Radio 940. Req: 940kc, 1kw, DA-D.

BP-12376—KSAN San Francisco, Calif., Golden Gate Bcstg. Corp. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

Applications Deleted From Public Notice of April 9, 1959 (FCC 59-316) (24 F.R. 2842)

BP-11230—WITA San Juan, P.R., Electronic Enterprises Inc. Has: 1140kc, 500w, Unl. Req: 1030kc, 1kw, Unl.

(Deleted from above-referenced list by Commission action of July 22, 1959.)

BP-11738—NEW Sacramento, Calif., Northern California Bcstg. Co. Req: 1030kc, 500w, DA-1, Unl.

(Applications BP-11230 and BP-11738 are in pending file pursuant to provisions of Commission's Public Notice of August 9, 1946 with respect to proposals for 770kc and 1030kc.)

Applications Deleted From Public Notice of July 30, 1959 (FCC 59-810) (24 F.R. 6248)

BP-5827—NEW Wyandotte, Mich., Woodward Bcstg. Co. Req: 850kc, 5kw, DA-2, Unl.

(Is in pending file pursuant to provisions of Sec. 1.351 of Commission Rules.)

BP-11845—NEW Oklahoma City, Okla., Sooner State Bcstg. Co. (now BP-13342). Req: 1210kc, 10kw, DA-D.

(Was amended to specify changes in directional antenna and was assigned new file number pursuant to provisions of Sec. 1.354[b] of Commission Rules.)

FCC'S RADIO FINANCIAL REPORT BY MARKETS OR COMMUNITIES

(other statistical information in Sept. 28 issue; also see GOVERNMENT section, this issue)

SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME[1] OF 3,197 RADIO[2] STATIONS BY METROPOLITAN AREAS AND BY COMMUNITIES NOT IN METROPOLITAN AREAS

1958

ITEM	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[2]	Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Time Sales: Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
CONTINENTAL U.S. METROPOLITAN AREAS	1,194	1,143	$ 10,323,725	$148,174,107	$195,865,055	1,173	$329,111,282	$291,546,987	$ 37,564,295
NON-METRO. AREAS OF 3 OR MORE STATIONS	281	263	728,863	4,686,956	20,023,751	272	25,600,717	25,181,563	419,154
NON-METRO. AREAS OF LESS THAN 3 STATIONS	1,761	1,550	1,582,999	16,645,607	100,728,172	1,693	121,406,790	112,644,096	8,762,694
TOTAL CONTINENTAL U.S.	3,236	2,956	12,635,587	169,506,670	316,616,978	3,138	476,118,789	429,372,646	46,746,143
TERRITORIES & POSS.	60	53	445,675	2,431,880	3,684,215	59	6,412,204	5,860,565	551,639
GRAND TOTAL ***	3,296	3,009	$ 13,081,262	$171,938,550	$320,301,193	3,197	$482,530,993	$435,233,211	$ 47,297,782
CONTINENTAL U.S. METROPOLITAN AREAS									
Akron, Ohio	4	4	50,176	362,705	1,367,544	4	1,634,251	1,189,983	444,268
Albany-Schenectady-Troy, N.Y.	7	7	111,910	1,310,322	1,076,133	7	2,185,098	2,268,259	93,161—
Albuquerque, N.M.	7	7	35,126	357,719	713,280	7	1,002,392	987,617	14,775
Allentown-Bethlehem, Pa.	8	8	20,045	279,376	1,114,075	8	1,371,590	1,225,191	146,399
Altoona, Pa.	4	4	5,174	72,290	322,587	4	397,036	461,519	64,483—
Amarillo, Tex.	6	4	23,150	240,092	537,046	5	787,697	772,536	15,161
Anderson, Ind.	2	2	**	**	**	2	**	**	**
Asheville, N.C.	4	4	20,363	133,390	298,406	4	464,034	521,833	57,799—
Atlanta, Ga.	16#	16	126,523	1,668,591	2,270,326	16	3,709,008	3,443,063	265,945
Atlantic City, N.J.	4	4	12,530	126,120	289,275	4	404,385	355,151	49,234
Augusta, Ga.	7#	6	20,168	147,586	559,546	7	717,466	720,807	3,341—
Austin, Tex.	4	4	11,560	240,714	515,124	4	724,345	623,331	101,014
Bakersfield, Cal.	8#	7	22,299	197,486	487,386	7	699,012	821,257	22,245—
Baltimore, Md.	14	14	246,529	1,778,599	3,372,854	14	4,616,365	4,056,954	559,411

See page 123 for footnotes

CONTINUES ON PAGE 116

PROFESSIONAL CARDS

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Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

Service Directory

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Mutual 2-3145 3-3819

NUGENT SHARP
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CONTINUED FROM PAGE 114

ITEM	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[3]	Time Sales: Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Time Sales: Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
Baton Rouge, La.	6	6	19,376	181,047	777,168	6	943,338	948,605	5,267—
Bay City, Mich.	2	2	**	**	**	2	**	**	**
Beaumont-Port Arthur, Tex.	4	4	4,265	143,647	739,465	7	833,540	828,721	4,819
Binghamton, N. Y.	4	4	22,571	196,339	505,999	4	716,659	791,323	74,664—
Birmingham, Ala.	11	11	38,735	792,337	1,179,144	11	2,070,949	2,208,547	137,598—
Boston, Mass.	17	17	160,269	4,234,901	4,949,393	17	8,515,936	6,891,271	1,624,665
Bridgeport, Conn.	3	3	11,825	311,679	607,505	3	809,630	693,957	115,673
Brockton, Mass.	1	1	**	**	**	1	**	**	**
Buffalo, N.Y.	11	11	91,058	1,522,594	2,347,908	11	3,542,848	3,577,137	34,289—
Canton, Ohio	5	5	29,982	342,559	531,987	5	905,356	848,554	56,802
Cedar Rapids, Iowa	3	3	23,766	859,180	410,534	3	1,250,565	1,109,074	141,491
Champaign-Urbana, Ill.	2	2	**	**	**	2	**	**	**
Charleston, S.C.	5	5	23,293	186,615	407,526	5	608,444	592,637	15,807
Charleston, W.Va.	8	8	42,117	218,549	742,784	8	1,024,959	938,978	85,981
Charlotte, N.C.	7#	6	54,871	990,218	648,554	7	1,553,368	1,419,251	134,117
Chattanooga, Tenn.	8#	7	32,098	207,689	941,821	8	1,148,610	1,067,002	81,608
Chicago, Ill.	27	26	629,861	11,123,235	9,672,474	27	20,609,002	14,488,582	6,120,420
Cincinnati, Ohio	8	7	626,259	2,758,008	1,637,987	7	4,736,534	3,611,265	1,125,269
Cleveland, Ohio	9	8	154,034	2,762,319	2,583,819	8	5,429,889	4,852,844	577,045
Columbia, S.C.	7#	6	19,653	274,747	604,524	7	917,311	816,377	100,934
Columbus, Ga.	5	5	17,261	158,298	518,546	5	669,306	655,668	13,638
Columbus, Ohio	6#	6	35,219	1,242,948	1,530,467	6	2,706,527	2,239,553	466,974
Corpus Christi, Tex.	6	6	26,860	388,741	398,722	6	744,724	761,969	17,245—
Dallas, Tex.	8	8	126,662	1,455,936	2,247,730	8	3,332,516	3,020,634	311,882
Davenport-Rock Island—Moline	5	5	46,570	410,638	565,663	5	971,522	877,712	93,810
Dayton, Ohio	4	4	12,096	555,355	1,439,025	4	2,119,157	1,627,147	492,010
Decatur, Ill.	2	2	**	**	**	2	**	**	**
Denver, Colo.	18	15	108,960	1,218,637	2,404,072	15	3,529,379	3,397,527	131,852
Des Moines, Iowa	6	6	133,953	1,491,733	840,529	6	2,224,501	2,070,714	153,787
Detroit, Mich.	11	11	483,974	5,897,405	4,477,393	11	9,418,810	6,912,207	2,506,603
Dubuque, Iowa	2	2	**	**	**	2	**	**	**
Duluth, Minn-Superior	7	7	59,353	253,028	624,720	7	909,106	915,494	6,388—
Durham, N.C.	4	3	11,449	133,160	258,405	3	399,084	351,984	47,100
El Paso, Tex.	6#	5	26,834	195,749	661,404	6	825,848	836,947	11,099—
Erie, Penn.	5	5	22,761	162,597	473,860	5	646,057	610,249	35,808
Evansville, Ind.	5	5	21,101	228,009	465,703	5	696,053	670,677	25,376
Fall River, Mass.	2	2	**	**	**	2	**	**	**
Flint, Mich.	6	6	28,775	351,874	868,444	6	1,189,169	1,156,109	33,060
Fort Smith, Ark.	4	4	9,665	77,596	297,384	4	376,937	349,047	27,890
Fort Wayne, Ind.	4	4	36,598	533,609	866,466	4	1,440,108	1,221,984	218,124
Fort Worth, Tex.	7	7	67,127	693,261	1,258,595	7	1,864,503	1,877,567	13,064—
Fresno, Cal.	9	8	71,111	607,695	978,885	9	1,536,522	1,411,001	125,521
Gadsden, Ala.	3	3		31,968	220,207	3	253,452	227,594	25,858
Galveston, Tex.	3	3		57,134	233,378	3	282,394	252,045	30,349
Grand Rapids, Mich.	6	6	26,142	538,761	898,094	6	1,346,539	1,215,635	130,904
Green Bay, Wisc.	3	3	12,520	190,406	414,081	3	590,982	531,428	59,554
Greensboro-High Point, N.C.	7	7	7,688	155,193	653,164	7	812,094	789,141	22,953
Greenville, S.C.	8	6	17,399	213,590	602,837	8	877,428	742,332	135,096
Hamilton-Middleton, O.	2	2	**	**	**	2	**	**	**
Hampton-Newport, Va.	3	3	596	182,181	314,984	3	485,346	560,646	75,300—
Harrisburg, Penn.	5	5	48,308	309,525	528,147	5	857,574	695,170	162,404
Hartford, Conn.	5#	5	130,377	1,582,400	446,513	5	1,914,015	1,567,206	346,809
Houston, Tex.	11	11	134,922	1,771,695	2,472,715	11	3,924,043	3,484,519	439,524
Huntington, W.Va.Ashln.	6	6	27,399	213,948	491,918	6	734,566	694,534	40,032
Indianapolis, Ind.	6	6	40,480	1,405,246	1,840,499	6	3,064,100	2,524,255	539,845
Jackson, Miss.	6	6	16,513	232,232	503,439	6	721,254	650,461	70,793
Jackson, Mich.	2	2	**	**	**	2	**	**	**
Jacksonville, Fla.	11#	10	59,975	571,534	925,903	11	1,433,963	1,400,303	33,660
Johnstown, Penn.	5	5	7,989	134,356	372,731	5	496,874	494,194	2,680
Kalamazoo, Mich.	3	3	13,788	327,907	561,427	3	874,871	715,036	159,835
Kansas City, Mo.	9	9	119,914	1,871,952	2,431,658	9	3,870,692	2,765,684	1,105,008
Kenosha, Wisc.	1	1	**	**	**	1	**	**	**
Knoxville, Tenn.	10	10	69,176	426,099	934,502	10	1,429,054	1,395,652	33,402
Lancaster, Penn.	5#	5	12,146	214,205	376,209	5	593,740	513,989	79,751
Lansing, Mich.	2	2	**	**	**	2	**	**	**
Laredo, Tex.	1	1	**	**	**	1	**	**	**
Lawrence, Mass.	2	2	**	**	**	2	**	**	**
Lewiston-Auburn, Me.	2	2	**	**	**	2	**	**	**
Lexington, Ky	3	3		148,859	494,207	3	624,226	666,004	41,778—
Lima, Ohio	1	1	**	**	**	1	**	**	**
Lincoln, Nebr.	3	3		52,085	519,982	3	568,527	550,375	18,152
Little-N. Little Rock, Ark.	8	8	77,032	474,469	578,835	8	1,037,837	1,030,493	7,344
Lorain-Elyria, Ohio	2#	1	**	**	**	2	**	**	**
Los Angeles, Cal.	28#	28	319,396	7,340,538	10,838,475	28	16,279,391	13,531,508	2,747,883
Louisville, Ky.	9#	8	143,438	1,149,173	1,560,217	9	2,775,676	2,800,502	24,826—
Lowell, Mass.	2	2	**	**	**	2	**	**	**
Lubbock, Tex.	6	6	20,720	102,545	689,179	6	802,444	760,882	41,562
Macon, Ga.	7	6	17,340	199,411	433,476	6	630,582	613,704	16,878
Madison, Wis.	3	3	29,216	274,432	578,662	3	873,347	737,737	135,610
Manchester, N.H.	3	3	16,200	116,275	454,586	3	590,348	579,152	11,196
Memphis, Tenn.	10#	9	73,153	1,077,497	1,381,926	10	2,354,161	2,141,333	212,828
Miami, Fla.	14#	12	74,794	1,422,490	2,446,694	13	3,542,268	3,080,679	461,589
Milwaukee, Wis.	8	8	90,374	1,481,124	2,179,614	8	3,686,462	3,181,027	505,435
Minneapolis-St. Paul	12#	12	151,713	2,326,788	2,862,106	12	4,893,883	4,167,090	726,793
Mobile, Ala.	7#	6	21,355	211,771	553,944	7	779,640	764,362	15,278

See page 123 for footnotes.

ITEM	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[a]	Time Sales: Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Time Sales: Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[b]
Montgomery, Ala.	6	5	24,324	339,794	251,105	5	674,340	609,929	64,411
Muncie, Ind.	1	1	**	**	**	1	**	**	**
Muskegan, Mich.	3	3	1,310	85,048	358,167	3	422,896	392,560	30,336
Nashville, Tenn.	8	8	124,065	975,691	1,459,168	8	2,341,691	2,271,514	70,177
New Bedford, Mass.	2	2	**	**	**	2	**	**	**
New Britain-Bristol, Conn.	3	3	2,882	114,211	325,415	3	419,355	404,448	14,907
New Haven, Conn.	4	4	3,880	394,095	679,694	4	965,683	1,025,292	59,609—
New Orleans, La.	11	11	130,102	1,113,566	1,351,760	11	2,304,293	2,337,574	33,281—
New York & NE. N.J.	36#	35	593,592	24,569,699	13,723,119	36	34,077,986	27,518,693	6,559,293
Norfolk-Portsmouth, Va.	7	7	54,981	529,499	1,217,000	7	1,670,189	1,433,009	237,180
Ogden, Utah	3	2	**	**	**	2	**	**	**
Oklahoma City, Okla.	8	8	67,556	703,432	1,284,123	8	1,930,062	1,654,826	275,236
Omaha, Nebr.	7	7	66,216	1,048,457	1,449,385	7	2,253,738	1,996,463	257,275
Orlando, Fla.	7#	7	34,456	167,413	697,309	7	855,462	1,003,185	147,723—
Pensacola, Fla.	7#	6	11,114	62,547	439,805	7	522,845	550,396	27,551—
Peoria, Ill.	5	5	33,739	388,607	815,625	5	1,174,266	1,185,850	11,584—
Philadelphia, Penn.	21#	21	187,809	5,041,589	6,224,809	21	10,737,009	9,140,383	1,596,626
Phoenix, Ariz.	13#	12	169,610	397,809	1,487,990	12	2,032,853	2,101,029	68,176—
Pittsburgh, Penn.	20#	20	135,853	2,819,223	3,731,507	20	6,293,870	5,348,908	944,962
Pittsfield, Mass.	2	2	**	**	**	2	**	**	**
Portland, Me.	4	4	71,595	246,130	399,525	4	684,504	700,948	16,444—
Portland, Ore.	16	14	209,392	1,178,796	1,479,043	15	2,774,280	2,752,124	22,156
Providence, R.I.	11	11	109,085	1,075,378	1,202,058	11	2,144,644	1,957,074	187,570
Pueblo, Colo.	5#	4	15,068	83,290	334,199	5	434,215	402,304	31,911
Racine, Wisc.	2	2	**	**	**	2	**	**	**
Raleigh, N.C.	5	5	85,453	667,772	391,653	5	1,041,563	926,714	114,849
Reading, Penn.	3	3	18,831	155,569	503,915	3	629,794	492,207	137,587
Richmond, Va.	8#	8	86,455	832,321	841,451	8	1,725,296	1,486,451	238,845
Roanoke, Va.	6	6	35,970	183,576	605,380	6	797,409	795,349	2,060
Rochester, N.Y.	6	6	60,782	930,736	1,030,962	6	1,918,721	1,712,721	206,000
Rockford, Ill.	2	2	**	**	**	2	**	**	**
Sacramento, Cal.	5	5	28,477	685,593	1,038,229	5	1,579,927	1,513,327	66,600
Saginaw, Mich.	3	3	18,271	125,879	381,515	3	509,950	462,214	47,736
St. Joseph, Mo.	3	3		152,959	316,425	3	428,241	434,809	6,568—
St. Louis, Mo.	14#	13	166,130	3,399,394	3,577,033	14	6,320,243	6,066,709	253,534
Salt Lake, Utah	9	9	163,809	414,756	1,222,694	9	1,811,000	1,866,362	55,362—
San Angelo, Tex.	4	3	2,950	40,111	172,667	3	206,711	219,225	12,514—
San Antonio, Tex.	9	8	129,535	1,074,125	1,430,524	8	2,371,983	2,431,435	59,452—
San Bernardino, Cal.	17	17	13,409	361,101	1,053,630	17	1,383,524	1,562,027	178,503—
San Diego, Cal.	9#	8	65,127	864,125	1,400,990	9	2,216,394	2,390,877	174,483—
San Fran.-Oakland	18	18	239,737	4,151,804	4,588,671	18	8,173,641	8,168,227	5,414
San Jose, Cal.	6	5		106,915	773,506	5	909,827	813,651	96,176
Santa Barbara, Cal.	6#	5	11,098	95,888	439,220	6	576,118	563,403	12,715
Savannah, Ga.	6	6	28,247	194,626	478,378	6	662,161	643,779	18,382
Scranton, Penn.	6	6	39,525	237,580	532,056	6	764,732	825,841	61,109—
Seattle, Wash.	15#	14	153,968	1,342,634	2,081,144	15	3,411,743	3,147,076	264,667
Shreveport, La.	9	7	61,451	652,042	544,774	7	1,126,624	1,244,798	118,174—
Sioux City, Iowa	3	3	330	91,246	321,826	3	396,776	342,173	54,603
Sioux Falls, S.D.	4	4	7,554	92,220	410,980	4	496,486	463,577	32,909
South Bend, Ind.	3	3	15,966	183,395	394,710	3	578,807	522,499	56,308
Spokane, Wash.	8	8	35,552	623,337	994,487	8	1,463,896	1,319,681	144,215
Springfield, Ill.	3	3	15,644	116,292	595,969	3	710,228	677,265	32,963
Springfield-Holyoke	10	9	46,612	254,825	767,514	9	1,038,632	999,140	39,492
Springfield, Mo.	4	4	11,555	203,587	494,018	4	663,419	641,880	21,539
Springfield, Ohio	2	2	**	**	**	2	**	**	**
Stamford-Norwalk Ct.	2	2	**	**	**	2	**	**	**
Stockton, Cal.	5	5	14,043	236,833	438,447	5	703,857	702,278	1,579
Syracuse, N.Y.	5	5	45,876	750,282	1,210,853	5	1,771,737	1,557,793	213,944
Tacoma, Wash.	4	3	7,882	62,554	386,335	4	480,469	498,903	18,434—
Tampa-St. Petersburg	13	13	37,727	697,206	1,516,066	13	2,155,754	1,970,086	185,668
Terre Haute, Ind.	3#	2	**	**	**	3	*	*	*
Toledo, Ohio	4	4	45,979	858,616	838,968	4	1,596,149	1,176,632	419,517
Topeka, Kan.	4	4	12,958	429,246	540,359	4	926,990	779,664	147,326
Trenton, N.J.	3	3	15,615	212,581	360,384	3	575,310	548,519	26,791
Tucson, Ariz.	9#	8	34,648	134,070	738,192	9	886,505	953,505	67,000—
Tulsa, Okla.	6	6	74,962	636,599	836,198	6	1,433,798	1,570,448	136,650—
Utica-Rome, N.Y.	7#	7	17,158	211,526	600,564	7	820,810	845,279	24,469—
Waco, Tex.	2	2	**	**	**	2	**	**	**
Washington, D.C.	17	17	137,123	2,908,160	3,832,582	17	6,357,609	5,855,314	502,295
Waterbury, Conn.	3	2	**	**	**	2	**	**	**
Waterloo, Iowa	3#	2	**	**	**	3	*	*	*
W. Palm Beach, Fla.	7#	5	4,426	54,603	484,579	7	545,950	533,287	12,663
Wheeling-Steubenville	7	7	35,346	498,951	900,273	7	1,395,660	1,174,912	220,748
Wichita Falls, Tex.	3	3	12,070	222,517	333,209	3	531,921	608,276	76,355—
Wichita, Kan.	6#	6	16,196	498,573	886,770	6	1,324,960	1,324,731	229
Wilkes Barre-Hazleton	6	6	27,051	172,346	590,004	6	788,235	770,338	17,897
Wilmington, Del.	4	4	19,424	180,904	794,037	4	963,045	820,274	142,771
Winston Salem, N.C.	4	4	20,347	127,808	548,437	4	721,555	738,485	16,930—
Worcester, Mass.	5	5	81,670	507,714	660,819	5	1,101,006	1,142,598	41,592—
York, Penn.	5	5	13,494	137,110	551,432	5	681,958	608,443	73,515
Youngstown, Ohio	8	8	71,577	486,076	1,055,329	8	1,564,483	1,443,456	121,027
	1,194	1,143	10,323,725	148,174,107	195,865,055	1,173	329,111,282	291,546,987	37,564,295
Non-metro. areas of 3 or more stations									
Anniston, Ala.	3	3	423	22,893	179,049	3	203,162	197,661	5,501
Decatur, Ala.	3	3		26,112	125,003	3	148,762	134,645	14,117
Dothan, Ala.	3	3		54,748	165,676	3	218,725	168,615	50,110
Huntsville, Ala.	4#	3	132	34,497	231,587	4	285,107	270,917	14,190

CONTINUED ON PAGE 122

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

. . . the reason this ad isn't under management is because at our 4 metropolitan southern independent stations, we adhere to a policy of promoting from within. We're going to need 3 more managers in the next 3 years. We've built 4 tremendously successful stations—either No. 1 or No. 2 audience rated. We think you'd expect someone to prove himself in sales first before you promoted them—just as we do. Once you become a manager—possibly in 2 years—it's a lifetime job. Perhaps we're looking for each other. Why don't you send your resume, a late photograph and your philosophy of radio tonight to Box 571M, BROADCASTING.

Major Ohio market of over 500,000 needs one top radio salesman to round out a staff of 4. All present men earned at least $10,000 last year. No draw artists. This is a secure position at a happy station for a producer. Box 672P, BROADCASTING.

Sales manager with general manager aspirations. Midwest station. Excellent opportunity, five figure income for radio know-how from ground up, with proven sales ability. Send complete resume, experience, details. Confidential. Box 695P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years fulltime radio selling experience. Only those with successful sales record need apply. Position in metropolitan market south Florida. Salary and commission open. Tell all in first letter, include references. Box 740P, BROADCASTING.

Wanted: Salesman-announcer combination for well-known radio station in western North Carolina. Write giving qualifications, experience, references. Box 759P, BROADCASTING.

Western New York. Fulltimer. Pleasant 35,000 growing market. Needs young, versatile salesman. A real opportunity to grow with expanding company. Box 766P, BROADCASTING.

Here's a real opportunity for one who is strong on sales, willing to work and ambitious as to future. Must have had experience in both am and fm and with knowledge of multiplexing. Northeastern section of United States. Good Salary plus profit sharing. Further advancement as justified by results. Send photo, complete details first letter. All replies confidential. Box 782P, BRODACASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Top salesman for booming one station market in ideal California coastal location. Good guarantee to start. Contact Tom Wallace, KNEZ, Lompoc, California.

California radio stations KVEC, San Luis Obispo and KSBW, Salinas needs top-flight salesmen. Good drawing account against commission. Both stations number one in their markets. Expansion plan gives you chance for management later. Send all facts including background, references and sales record to John Cohan, KSBW, P.O. Box 1651, Salinas, California.

Salesman-announcer. FM experience desired. Independent fm station to begin broadcasting soon. WFMM, 44 W. Biddle St., Baltimore 1, Maryland.

Help Wanted—(Cont'd)

Sales

Ambitious, experienced salesman (white) desiring to move to sunny Florida with good guarantee to sell colored-programmed radio. Contact WOKB, Box 1308, Orlando, or call collect OL 6-3700, Winter Garden, Florida.

Announcers

Top salary for top man for number one station in major midwestern market. Modern fast paced station wants personality announcer who can project and hold audience. We are not a format operation and you will be given free rein. Mail tape, photo, resume to Box 519P, BROADCASTING.

Illinois kilowatt daytimer expanding to night time has opening for experienced staff announcer with news gathering and writing experience for combination duties of deejay and newsman. Also versatile deejay with several years of solid radio experience. Permanent position. Pleasant community. Format station emphasizing standard and pop tunes with strong melody. No top 40, no rock 'n' roll, no country and western, no rhythm and blues. Sports play-by-play background helpful. Personal interview required. Free life, hospital, medical insurance, sick pay, bonus, pension plan. Starting salary $100 weekly. List age, education, family status, references, experience in detail. Box 551P, BROADCASTING.

South Florida metropolitan market, Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $135.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

Opportunity for married staff announcer. Send resume. Network station, Texas. Box 624P, BROADCASTING.

Announcer with first class ticket. No maintenance. Adult programming station with slightly higher than average religious broadcasts. Excellent working conditions in the heart of Michigan's water wonderland. Box 649P, BROADCASTING.

Combo man—with some announcing experience; first phone required. Needed about the first of November. New daytime operation, in town of about 10,000 in western Pennsylvania. Send tape, resume, picture and salary requirements at once to Box 685P, BROADCASTING.

Announcer or announcer/promotion director, fulltime, Wisconsin MBS adult listening good music station. Send qualifications, tape immediately. Box 690P, BROADCASTING.

Announcer: Good education and habits. No r&r. Play-by-play helpful, not essential. High grade busy single station town 40,000. Starting salary $100.00 per week. Send tape and complete resume. Box 742P, BROADCASTING.

Announcer minimum 5 years experience, executive ability. Strong on news, personality for all-around assignment. Exceptional company benefits. Medium-sized city, upper New York State. Give full particulars with tape. Box 748P, BROADCASTING.

First phone-announcer, for all night show on top 40 major Ohio market station. Must be able to sell on the air. All tapes returned. Box 762P, BROADCASTING.

Top ten market looking for top 40 deejay who knows how to insert personality within format. Tape, resume, salary. Box 787P, BROADCASTING.

Experienced announcer, good news delivery. Excellent working conditions in a growing community. Immediate opening. Phone Cambridge, Maryland 1580.

Help Wanted—(Cont'd)

Announcers

KDNT in Denton, Texas, has immediate opening for experienced announcer. Salary open.

Wanted, smooth announcer for modern, moderately paced good music station. No drifters, hopheads or drunks need apply. All replies confidential. Write Dave Button, KMIN, Grants, New Mexico.

We will use you if: You are capable in play-by-play and can deliver news authoritatively, are sober, dependable, and can get along with people. Location—midwest. Small market. Above average income. References will be checked. Write or wire, Manager, KNCM, Moberly, Mo.

Excellent earnings and future for right man. Must be mature, settled, experienced in news/all music. Send tape, photo, resume to Manager, KXJK, Forrest City, Arkansas.

KYVA, Gallup, N.M. needs fast paced night announcer. $85.00 start, all tapes and resumes returned.

Michigan-experienced staff announcer. Immediate opening. Contact Dee Logan, WBCM, Bay City, Michigan.

Dee-jay opportunity—in Flint, Michigan. Leading station needs good dj. Good salary. Send background, photo and tape audition to WFDF.

Announcer needed—Must be versatile and experienced. Contact Elmo Mills, WFTB, London, Kentucky.

Number one station on Florida's gold coast has opening for young, experienced top 40 dj. Send aircheck and resume. WIRK, West Palm Beach, Florida.

Wanted: Two announcers—promising future. Send tape, resume and photo to Program Director, WNCO, Ashland, Ohio.

Immediate opening for 2 first class phone-announcers. No maintenance. Must have heavy announcing experience. Send tape and resume to Charles R. Dickoff, WSJM, 414 State Street, St. Joseph, Michigan.

Announcer - salesman: Experienced. Good opportunity, good pay, growing station and city. Prefer married man, willing to work. Wes Ninemire, WTAW, Bryan, Texas.

Immediately, previous station combo, experienced. No tapes. WVOS, Liberty, New York.

Announcers, experienced! Openings in many markets. Send tapes, resumes to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, New York.

Announcers. Job hunting? Register now for fast action. Openings in many markets for experienced men. Send tape, resume today. Disk Jockey Placement Agency, 100 West 42nd St., New York.

For glib deejays only. 2484 gags, quips, anecdotes. $1.00 plus 10¢ packing. Gags, P.O. Box 1, Elkhart, Indiana.

Sacramento, California, 50,000 watt ABC affiliate has full time permanent opening for experienced announcer. Excellent company benefits. Send tape and resume to Personnel Department, McClatchy Broadcasting Company, Sacramento, California.

Disc jockey November 1 for new Illinois daytimer. 48 hours, $70-$80 start. Send resume, tape, photo. Woodrow Sudbrink, Beardstown, Illinois.

Help Wanted—(Cont'd)

Technical

Combo man—With first phone. Capable engineer, experienced announcer. $100.00 for 48 hour week. Box 763P, BROADCASTING.

Top pay for top engineer-announcer. Midwest 250 watt independent. No r&r. Send photo, tape with full information to Box 767P, BROADCASTING.

Engineer wanted—First class license who can also announce. Excellent opportunity for combo man. Imperative you have lots of technical experience. Box 779P, BROADCASTING.

Opening for transmitter engineer in top-rated Florida station. Opportunity for man with limited experience. First class ticket required. Send resume and snapshot to Box 781P, BROADCASTING.

Transmitter engineer with maintenance experience for 5 kw mid Atlantic station. Excellent opportunity for advancement. Send photo and resume to Box 789P, BROADCASTING.

First phone operator seeking sales opportunity. KCHJ, Delano, serving 14 California counties.

Wanted immediately: 2 engineers, transmitter and studio, 1st class ticket preferred for both transmitter and studio. 40 hour week, good pay. Excellent working facilities in new installation. Garden spot of America. Write or wire. Herb Schubarth, Chief Engineer, KRDO-TV, Colorado Springs, Colo.

Need engineer with first class ticket for maintenance of 250 watt fulltime station, $80.00 weekly with no announcing; or up to $125.00 weekly for good combination man. Radio Station WBEX, Chillicothe, Ohio.

Need immediately, three first class engineers for fast growing regional network. One to take charge of engineering dept. of O & O'd station. Other two for maintenance and board work at flagship station. Contact Ernest Machanic, Herald Tribune Radio Network, 440 Lexington Ave., Mt. Kisco, N. Y., Phone MO. 6-5177.

Production-Programming, Others

Creative continuity director for swinging better music station. Exceptional staff, fabulous opportunity. KANS, 43 Blue Ridge Center, Kansas City 33, Missouri.

RADIO

Situations Wanted—Management

Let's plan for next year. If you can utilize several of the talents available in this one package, we'll both be happy. Presently station manager. Also experienced as: Program director, continuity editor, sports director, sports announcer, morning announcer and staff announcer. Have first phone. Prefer west or southwest. Available January 1. Fourteen years experience. Adult type stations only. Box 746P, BROADCASTING.

Experienced manager, all phases, strong sales, hard working, progressive. Wants position with future. Metropolitan and medium market background. Write Box 751P, BROADCASTING.

California manager-wife team. Excellent background and references. Desire east. Box 752P, BROADCASTING.

Agency to station management: ideas pushed by nearly twenty years experience in one market of top twenty. Mid-west now—but thinking seriously of east. Box 754P, BROADCASTING.

Troubleshooter: Offering common sense, sixth sense, and experience. Degree in economics, liking for problems, flair for details. Show business fourteen years, radio five. Excellent credit rating. Know problems of management, operation, air, and continuing to find better answers. Seeking permanent position with room for growth in progressive station. Must be good family-living area. Box 755P, BROADCASTING.

Topped industry sales records repeatedly. Opportunity for revenue expansion first consideration. Salary secondary. Specialist operations and sales productivity medium and small markets. Box 784P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Presently sales manager two station market midwest. Last position manager small market. Top salesman, journalism degree, first phone. Ready and able to manage/sales-manage two or three station market. No south. Present employer knows of this ad and will give highest recommendation. 33 years old. Family. Dick Barrett, WKTL Radio, Sheboygan, Wisconsin.

Sales

Salesman: Imaginative, aggressive young man seeks sales opportunity in the Washington - Baltimore - Richmond areas. Ten years experience with radio. Six months sales experience with a national manufacturer of paper products. Recently awarded Master of Business Administration Degree from leading southern business school, and wishes to combine radio and sales knowledge. Salary or commission. 28 years old, mature, and settled. Address reply to Box 780P, BROADCASTING.

Announcers

Salesman-announcer. Mature, industrious salesman and announcer seeks opportunity to sell time. Good ad-libber. Prefer southwestern region. Speak fluent Spanish. Write for complete resume and photo. Box 635P, BROADCASTING.

Stop—22, veteran, single, presently CBS, ABC. South Arkansas good music station with 2½ months experience. Very much want top 40. Box 637P, BROADCASTING.

Staff announcer radio school graduate. Reliable, single, 21 years old. Free to travel. Box 654P, BROADCASTING.

Experienced, capable staffman immediately available. Excellent board operation and thorough experience all phases. Best references from present station. Box 658P, BROADCASTING.

First phone—announcer—six years radio, capable. (3-man, double as continuity news or program director.) News gathering experience small daily. No maintenance, no formats or top forty. Presently employed. South only, want 100-mile radius Atlanta. Minimum $100. Box 726P, BROADCASTING.

Big contest! ! No entry fee! ! First prize—young married announcer. Experienced all phases radio-tv on camera programming. Finish this sentence. "I want the best man available because . . ." Mail to Box 727P, BROADCASTING.

Smooth deejay style. Handle all phases announcing. Tape. Resume. References. Box 733P, BROADCASTING.

Staff announcer: Available, 5 to 6 weeks. Prefer Florida. 6 years experience. College and professional broadcasting school. Will consider all offers. Box 736P, BROADCASTING.

Chance wanted: Recent graduate professional broadcasting school dj, news. Reliable, married. Willing to learn. Box 737P, BROADCASTING.

Experienced, fast paced dj, hard and soft sell, family. Box 741P, BROADCASTING.

DJ, news (play-by-play basketball) 5 years experience. Married. Box 744P. BROADCASTING.

Jack of all radio trades—Master of some. Have sold my interest in station to relocate in mid-state area of North Carolina, South Carolina, Virginia (will consider others). 12 years experience all phases; announcer, chief engineer; one of the country's top country dj personalities—staff man, some sales and management, first phone, 28 years old, married, 2 children, college. Have good job but doubtful future here. Available in 30 days. Box 745P, BROADCASTING.

First phone deejay. Experienced all phases, emphasis local news. $100. Box 750P, BROADCASTING.

Staff-sports. All phases. Heavy play-by-play. Radio 8 years. Box 761P, BROADCASTING.

Texas only. Announcer-engineer. First phone. Presently employed, eight years experience, 28. Married, four years college. Desires job with future. Box 775P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Gal Friday. Can type. Write copy. Trained. Handle air work. Box 776P, BROADCASTING.

Young man. Talented. Intelligent. Cooperative. Operate board. Deejay. News. Staff. Box 777P, BROADCASTING.

Announcer-dj. Two years all-around experience. Will relocate anywhere. Cincinnati, Ohio, Terrace 1-5785.

Announcer, dj, experienced. Young, ambitious, eager. Good sell ability. Operate own board. College background. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 E. 55th Street, Chicago 15, Illinois. Phone Butterfield 8-5404.

1st ticket experienced in announcing, sales, promotional work, production, sports, etc. Will move anywhere. Wants permanent location. 25, married. Ted Graham, 282 Summer Street, Buffalo 22, New York. Lincoln 1989.

Experienced announcer. All phases, strong on country and gospel, family man. Contact Bob Henderson, 128 Victory Drive, Monroe, Ga. or phone 7812.

DJ, news, 8 years, 5½ at 5 kw New Orleans station, frequency sold. Know music from rock to Bach. Gather news, authoritative delivery. Good air salesman and production. Very deep mellow voice, smooth, intelligent ad lib. Single, sober, dependable, age 35. Prefer major market on gulf or SSE coast, will consider all offers deep south. Reasonable salary. Available now. Wire, Woody Hooper, 1005 Dona Ave., Metairie, La.

Combo-man; first phone; trained in all phases of broadcasting. Single, prefer western states. Available now. Martin Kaplan, 1175 Vermont Avenue, Los Angeles, California. PH: No. 4-6942.

Available now. Want c & w dj show. Graduate midwestern broadcasting school. Will travel. Call or write John Matthes, 5150 S. Hoyne, Chicago. Grovehill 6-8278.

Stations anywhere. Just completed course Mile High School of Broadcasting. No experience but lots of determination. Course included all phases formula and network. Interested in opportunity for newscasting. Start at minimum $85.00 weekly. Married, no children, 35 years, intelligent. Call or write John Schmidt, Belmont 3-5032, 2450 Garland, Lakewood, Colorado.

Technical

Engineer, 1st phone, 7 years experience am-fm studio control room, transmitter operation, remotes, routine maintenance. Box 671P, BROADCASTING.

Experienced engineer. 7 years am, some tv, chief, remote control, and 5 kw directional system. Prefer south, will consider other offers. Box 678P, BROADCASTING.

Experienced first phone. Radio operator and maintenance. No announcing. 24, married, sober. Will locate anywhere, available immediately. Box 729P, BROADCASTING.

Coordinator of engineering. IRE member. Experienced administration, design, construction, maintenance and operation. Consulting engineering and nuclear research background. 38. Married. Box 730P, BROADCASTING.

Experienced chief engineer desires position as chief or manager of south Florida daytime station. Phone Cocoa, Florida, NE. 6-1499 or Box 731P, BROADCASTING.

First phone. 6 years radio and uhf-tv seeks permanent position New England. No announcing. Box 743P, BROADCASTING.

Recent technical school graduate, first ticket, some experience as audio man for tv stations. 23 years old, vet. Box 747P, BROADCASTING.

Have 1st class phone. 12 years broadcasting experience. 10 years chief 250 watter. 1 year tv transmitter operator. Not a drifter. Will consider any offer. Box 765P, BROADCASTING.

First phone, engineer, announcer, sportscaster. 26. Seeking advancement. Prefer northwest. Box 770P, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer. 8 years all phases from pickups through transmitter. Directionals and fm. First phone. Seeks permanent job with future. Box 778P, BROADCASTING.

Engineer first phone. Seven years am experience. Radio school graduate, studied am, fm, and tv. Desire job as chief, but will consider other positions. Age 35, married family man. Have car and can relocate. Available after October 16th. Write or phone. Samuel D. Campbell, 3324 Valley Pike, Dayton 24, Ohio. BE 3-4032.

Chicago, have ticket, some tv control, 15 months am transmitter, part-time studio desired, Lee Master, AA4S9473, % DeVry Tech.

Production-Programming, Others

Women's shows, modern, versatile, remotes, news, fashions, current events, interviews. Box 749P, BROADCASTING.

Program manager: Heavy staff-sports play-by-play. Smart ideas for good music, sports operation. College. Radio 11 years. Age 36. $90.00 start. Box 760P, BROADCASTING.

Newsman. Long, successful experience assures quality news job. Prefer east coast. Box 769P, BROADCASTING.

TELEVISION

Help Wanted—Management

Commercial manager with sales leadership and administrative ability for vhf in large southwestern market. Box 705P, BROADCASTING.

Sales

National sales manager. Must also be able to handle substantial number of local accounts. Texas vhf. Box 703P, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Television sales manager top eastern market; progressive station. Must be thoroughly experienced; knowledgeable with sound background. Capable of heading vigorous staff. Initiative and leadership essential Salary open. Box 788P, BROADCASTING.

Announcers

NBC-ABC affiliated station in a fast growing two station market needs an experienced on-camera announcer. Above average salary and benefits to right man. Supply background, tape and photo in first letter. Write 630P, BROADCASTING.

Technical

Growing small western concern needs able man with good electronic background and some tv station, microwave, and closed-circuit experience for planning, installing and servicing tv program facilities. Send complete record including references expected salary, recent photograph. Box 623P, BROADCASTING.

TV station needs engineer with first-class license. Experience helpful but not necessary. Chief Engineer, KAVE, Carlsbad, New Mexico.

Opening for 1st class transmitter engineer. Good working and living conditions in single station tv market. Contact Marion Cunningham, Chief Engineer, KTWO-TV, Casper, Wyoming.

First class studio tv technician for central Illinois most rapidly expanding station. Contact Jerry Merritt, WICS-TV, Springfield, Illinois, phone LA. 8-0465.

Immediate opening for experienced video engineer familiar with operation and maintenance tv control room equipment. Permanent position with progressive vhf station. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Help Wanted—(Cont'd)

Technical

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production—Programming, Others

Continuity director with speed and commercial creativity for vhf in large Texas city. Box 702P, BROADCASTING.

Southwestern vhf needs excellent copywriter with experience in radio or television. Box 704P, BROADCASTING.

TV writer who writes copy that sells. Send photo, samples, resume and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

Experienced copywriter. Send complete details first letter to Dave Smith, WISH-TV, 1440 N. Meridian St., Indianapolis, Indiana.

Newsman — Experienced reporter-photographer to join aggressive news staff basic CBS vhf southeast. No air work required but must be capable all other phases news work. Good salary and opportunity. WTVD, Box 2009, Durham, North Carolina.

TELEVISION

Situations Wanted—Management

Crack major market executive! Leader, producer. Outstanding experience, resume; college, graduate school, 31. Superb salesman who excites others to sell! Box 771P, BROADCASTING.

Sales

Executive specializing in boosting limping tv stations into ratings despite competition and setting up new stations from scratch, desires move to area needing proven experience. Reply Box 8095, Norfolk, Va.

Announcers

Announcer-artist. 4 years radio. Young, creative, ambitious. Can I fit into your picture? Box 753P, BROADCASTING.

Highly proficient all phases radio professional, some tv experience, commercial art, photographic background. Seeks tv opportunity. Box 768P, BROADCASTING.

Radio-television news editor and announcer. Six years experience. College graduate. Married. Presently in tangible sales. Desire return to broadcasting for permanency with progressive southeastern station. Box 785P, BROADCASTING.

Announcer, experienced. Versatile. News. Commercials. Special shows. Steady. Cooperative. Box 786P, BROADCASTING.

Technical

1st class engineer. 5 years radio and tv. Employed same tv station 3 years. Sober, family man. Wants better opportunity. Strong on tv studio. Box 735P, BROADCASTING.

Wanted tv engineer position with a solid well equipped operation in a good market. References. Box 660P, BROADCASTING.

TV studio engineer. First phone. 26, single. Allen Gomez, 6-20 Clintonville Street, Whitestone, N.Y. FL. 8-9103.

Production-Programming, Others

Experienced newsman: Heading tv newsroom, extensive am background. News-in-depth specialist, excellent delivery, record of boosting ratings. Seek news director, good staff job. Box 480P, BROADCASTING.

Comedy actor and writer. Entertainment and radio dj background would like opportunity with tv station. Box 679P, BROADCASTING.

Advertising agency girl with four years tv station traffic and production experience. Five years agency experience—tv buyer and traffic interested in opportunities for advancement. Box 732P, BROADCASTING.

Broadcast & Television Equipment

SALES & MARKETING

The RCA Broadcast and Television Equipment Division has openings for:

BROADCAST FIELD SALES REPRESENTATIVES

To sell complete and highly accepted RCA Broadcast and Television equipment line to station engineers and management.

TV STUDIO EQUIPMENT MARKETING

Home office sales positions, including sales promotion, product planning and occasional customer contact, assisting in the sale of RCA Television Studio and Microwave Relay equipment.

These positions offer a challenge to sales-minded, aggressive men interested in future management opportunities. Experience with television broadcast equipment required. Engineering degree or equivalent practical experience preferred.

For interview, send resume to:

Mr. W. W. Ingham, Dept. ZC-14JA
Professional Placement
RCA Building 10-1
Camden 2, New Jersey

RADIO CORPORATION OF AMERICA
Industrial Electronic Products

Situations Wanted—(Cont'd)

Production-Programming, Others

Television director experienced in every phase of television production looking for promising or progressing station. Box 764P, BROADCASTING.

Experienced producer-director. Family. Imaginative, creative ability. All phases production. Box 772P, BROADCASTING.

FOR SALE

Equipment

Collins 737A 5 kw fm transmitter Collins 5 ring fm antenna now in use. Make offer. Also have 400 ft. 1⅝" Andrew rigid transmission line. Box 460P, BROADCASTING.

Type BA-6A RCA limiting amplifier, when new $540.00, $220.00. Also transmitter rack. Box 757P, BROADCASTING.

Zoomar lens, field type in good condition, for sale. Send offer in letter. Box 773P, BROADCASTING.

2 Motorola FMTU30 160mc band mobile transmitters 30 watts output for $65. "Cub" corder $25. Box 774P, BROADCASTING.

One PT6 Magnecorder in portable case. Good condition. $350.00. One F35B portable Magnecorder in tan portable case, $125.00. Call or write KDNT, Denton, Texas.

Available November First: Complete ten position Rust remote control system, model 108-OC. Now being used Collins 20V, one killowatt, three years old. $600 cash. WHEP, Foley, Alabama: WHitehall: 3-7131.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

Heavy duty 300 foot guyed tower, standing, 304 feet with beacon. Uniform triangular cross section, has base insulator. Strong enough to support side antenna. Excellent condition. WKAN, Kankakee, Illinois.

400 foot, self-supporting, D-30 Truscon tower. Galvanized, three legs. All standard fixtures, includes lights. Contact Richard Sommerville, WTTH, Port Huron, Michigan.

FM, am, tv transmitters, studio consoles cameras, everything in broadcast equipment. Urgently want 250w-10kw fm, am, tv, etc. Call Mr. Charol, Technical Systems Corp., 12-01 43rd Ave., Long Island City, N. Y.

Buy, sell, or trade new and second-hand towers 27 used Stainless towers on hand. Ace High Tower Erector, Greenville, North Carolina.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories, Inc. Cedar Grove, New Jersey, CE. 9-6100.

Three Tapak recorders, two have speaker amplifier. All good condition and in use. $125 each for two with speakers, $100 for the other. Two Berlant Recorders available in 30 days. $200 each. Inland Broadcasting Co., Rupert, Idaho.

Ampex master tape duplicator 2 slaves, excellent condition, 1 year old, $7500 terms possible. Call Mr. Sirchio, TR. 9-1111, New York City.

3 only Lenkurt 950 mc fm STL sets new. Single chan or can be multiplexed. Late equipment unused. Model 72B-1. Will go fast. Technical Systems Corp., 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

Bought one, want another. Prefer midwest or southwest. $100,000-$250,000 price range. Confidential, please. Box 594P, BROADCASTING.

Small station on or near coast or our island possessions. Box 636P, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Interested in buying all or control of medium market radio station, midwest preferred but not mandatory. Experienced operator well known in industry has just sold minority interest and is anxious to reinvest in radio at realistic price. Write Box 738P, BROADCASTING.

Equipment

Complete station equipment for high-band vhf operation. Box 584P, BROADCASTING.

UHF 1 kilowatt—all items for new station WFAR, Sharon, Pa. Phone Diamond 6-4171.

I wish to buy 2 transmitters. 1 kilowatt, preferably RCA Victor with turntables and antenna and fm equipment. Address Jesus D. Gonzalez, Radio Station XEAW, Apartado 628, Monterrey, N.L., Mexico.

1 RCA-BTA-250M broadcast transmitter. 2 RCA transcription turntables three speed, type BO-2B. 1 RCA standard consolette type BC-3C. 2 RCA transistor preamplifier equalizer, type BA-26A. Please write Radio Station XEEO, Box 1330, Monterrey, N.L., Mexico.

300 ft. self-supporting tower, suitable for uhf antenna. WFAR, Sharon, Pa.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Oct. 28, 1959. January 6, March 2, 1960. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

MISCELLANEOUS

Ted Harvey, Please contact James Parr at KFST, Ft. Stocktor:, Texas.

Custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Want employment in West Virginia? List your qualifications in the monthly publication of the West Virginia Broadcasters Association at no charge. Send particulars to Editor "News and Views", 3615-B Kanawha Ave., S.E., Charleston, W.Va.

FUNNYPHONE
Radio's new and successful fun game! 13 entertaining weeks of instantaneous audience reaction. 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. For more details, write or wire:
SPECIALIZED PROGRAMMING SERVICES
Box 694P, BROADCASTING

RADIO

Help Wanted—Management

THE CHANCE YOU HAVE BEEN WAITING FOR

One of the fastest growing and most successful major market radio group operations is looking for a young man to join its top management team. You must have solid experience in sales and/or programming. You should understand and be enthusiastic about modern radio. You must be creative, hard working, loyal and possess sound judgment. If you have these qualifications, are anxious to grow with an expanding organization, and have a reputation which will withstand the closest scrutiny, you may be our man.

Reply
Box 701P, BROADCASTING

Announcers

WE NEED . . . .
A BRIGHT YOUNG MAN

Who sounds that way on the air. There's a place for you at KALL in Salt Lake City, the happiest swingiest station ever to dominate a market, if you have the sparkle and enthusiasm shared by KALL's Daddy Flo, Will Lucas and Don Shaffer. These fellows enjoy pop music, appearing in public, publicity, promotion and the pride of being Number 1. KALL has an immediate opening. Send tape to Phil Nolan, Program Director, KALL Salt Lake City. KALL also has openings for night news man and continuity director.

AMERICA'S FIRST
24 HOUR ALL GIRL STATION.
In romantic Hawaii. Soon to begin operation. Announcers, sales, engineers, all should apply now to KNDI, Box 1516, Honolulu 6, Hawaii.

Technical

Electronic Technicians

To service and install electromechanical equipment throughout several states. Must be free to travel, salary plus expenses, transportation supplied if desired. Experience with P.A. Equipment essential. Write resume to Box 728P, BROADCASTING.

CONTINUED FROM PAGE 117

ITEM	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[3]	Time Sales: Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Time Sales: Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[7]
Selma, Ala.	3	3		4,603	121,300	3	123,051	122,819	232
Tuscaloosa, Ala.	5#	4	2,160	42,313	290,466	5	375,596	353,321	22,275
Prescott, Ariz..	3#	2	**	**	**	3	*	*	*
Yuma, Ariz.	3	3	21,615	34,130	163,192	3	213,525	220,587	7,062—
Hot Springs, Ark.	3	2	**	**	**	2	**	**	**
Pine Bluff, Ark.	3	3		29,379	197,691	3	220,757	200,487	20,270
Eureka, Cal.	3	3	3,612	80,630	250,957	3	336,983	337,760	777—
Modesto, Cal.	3	3	354	81,528	378,497	3	459,180	559,178	99,998—
Redding, Cal.	5#	3	14,976	73,055	118,592	4	200,224	221,683	21,459—
Colorado Springs, Colo.	5	5	22,797	45,595	457,335	5	534,989	605,037	70,048—
Grand Junction, Colo.	3	3	1,402	79,403	290,029	3	360,519	348,613	11,906
Daytona Beach, Fla.	3	3	149	31,292	215,227	3	240,782	291,096	50,314—
Gainesville, Fla.	3	3	17,355	28,022	212,602	3	257,974	303,081	45,107—
Lakeland, Fla.	3	3	6,804	27,988	192,238	3	220,729	286,345	65,616—
Ocala, Fla.	3	3		9,894	174,359	3	191,134	195,592	4,458—
Tallahassee, Fla.	3	3		31,699	235,085	3	268,780	309,644	40,864—
Albany, Ga.	3	3	165	44,707	189,819	3	224,186	224,670	484—
Athens, Ga.	3	3		41,755	246,856	3	312,197	316,093	3,896—

RADIO

Situations Wanted—Management

WORKING EXECUTIVE

Has recently sold his two radio properties after 25 years of successful operation in competitive, hard to sell markets. Is too young to retire. Looking for association with aggressive radio or television ownership who needs a hard working executive manager. Contact with details, Box 756P, BROADCASTING.

EMPLOYMENT SERVICE

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

FOR SALE

Stations

Minn.	Single	500w	85M	Terms
Ky.	Single	1kw-D	100M	Terms
Cal.	Single	250w	65M	Terms
Fla.	Single	500w	50M	Terms
S.C.	Single	1kw-D	45M	Terms
Cal.	Single	250w	33M	Terms
Iowa	Small	1kw-D	116M	Terms
Ky.	Single	1kw-D	100M	Terms
Minn.	Single	1kw-D	105M	Terms
Ariz.	Small	1kw-D	70M	Terms
N.C.	Second	250w	78M	Terms
La.	Medium	1kw-D	150M	Terms
Ala.	Metro	5kw-D	195M	Terms
Miss.	Metro	1kw-D	98M	Terms
S.E.	Major	5kw-D	225M	Terms
Mid	Major	500w	475M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

FOR SALE

Stations

WYOMING

Single market fulltime station. Can be easily paid for out of profits after a down payment of $12,500. Total price $43,500.

Box 725P, BROADCASTING

FOR SALE

250w full-time network station located in very desirable midwest area. Ideal situation for owner-operator. Can be purchased on reasonable terms.

Box 758P, BROADCASTING

RADIO STATIONS
FOR SALE

Top station in Metro Eastern market. Long record of high earnings. Getting raise in power. Price $975,000 with 40% down. Balance over 7 years.

This station in first 20 markets, Midwest city, money maker, earnings steadily increasing. Pr. $600,000.

250 watt full timer in single station market in Penn. Profitable station, pleasant living conditions. $50,000 will handle.

No. 1 radio station, fastest growing in Northwest state, making excellent profit in fine city near famous National Parks. Asking price $150,000 with 29% cash.

Small full timer in good New York state market, making over 30% profit. $24,000 cash will handle. Ideal for owner operator.

DAVID JARET CORP.
Established 36 years
150 Montague St. Brooklyn 1, N.Y.
Phone ULster 2-5600

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

A money maker netting almost *$30,000 a year.* A 250 watt fulltimer in Arizona. This attractive income producing station can be bought for *$72,500 down.* Balance in *10* years Exclusive.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers — Consultants
8630 W. Olympic, Los Angeles, Calif.

Major market fulltime regional. Valuable real estate. Big money-maker. $1,000,000 29%—Texas small market fulltimer. Owns facilities. Making money. $48,000 approx. ⅓ down.—Southwest secondary regional day. Nice profits. $143,000 29%—Southwest major, regional day In the black. $225,000 29%. PATT McDONALD, BOX 9266, AUSTIN, TEX. GL. 3-8080 or Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

ITEM	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[3]	Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Time Sales: Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
Gainesville, Ga.	3	3	334	43,876	349,356	3	410,907	363,602	47,305
Rome, Ga.	3	3	226	31,592	314,641	3	364,275	326,191	38,084
Valdosta, Ga.	3	3		67,706	155,049	3	216,793	247,443	30,650—
Boise, Idaho	4	4	42,271	97,249	321,958	4	445,914	436,550	9,364
Idaho Falls, Idaho	3	3	16,981	57,270	257,031	3	320,823	281,368	39,455
Pocatello, Idaho	3	3	4,447	66,563	233,352	3	293,516	309,526	16,010—
Twin Falls, Idaho	3	3	19,003	25,597	194,322	3	243,736	250,793	7,057—
Mason City, Iowa	3	3	5,993	115,261	301,191	3	402,459	402,788	329—
Paducah, Ky.	3	2	**	**	**	2	**	**	**
Alexandria, La.,	3	3	8,873	75,363	338,680	3	417,700	376,694	41,006
Lake Charles, La.	3	3	2,357	69,710	291,996	3	370,428	348,815	21,613
Monroe, La.	3	3	4,923	82,835	168,675	3	255,579	261,124	5,545—
Bangor, Me.	3	3	53,841	91,896	217,009	3	353,653	333,770	19,883
Salisbury, Md.	3#	2	**	**	**	2	**	**	**
Greenville, Miss.	3	3	3,247	31,698	195,354	3	223,584	199,371	24,213
Hattiesburg, Miss.	4	4	2,935	21,422	244,589	4	287,684	295,230	7,546—
Laurel, Miss.	3	3	2,219	12,005	223,613	3	241,499	234,270	7,229
Meridian, Miss.	5#	5	5,423	33,521	228,825	5	282,449	260,754	21,695
Joplin, Mo.	3	3	13,401	66,605	230,337	3	305,264	300,223	5,041
Billings, Mont.	4	4	33,191	126,401	385,725	4	552,824	574,431	21,607—
Butte, Mont.	3	3	77,347	24,549	160,426	3	334,460	317,411	17,049
Great Falls, Mont.	4	4	49,104	61,764	340,522	4	508,491	512,221	3,730—
Missoula, Mont.	3	3	22,283	31,741	185,263	3	288,993	279,631	9,362
Las Vegas, Nev.	5	5	15,022	75,832	342,808	5	468,883	501,237	32,354—
Reno, Nev.	5	4	13,995	62,288	272,874	4	363,256	374,041	10,785—
Farmington, N.M.	3#	3		48,898	283,127	3	328,016	238,763	89,253
Roswell, N.M.	3	3	5,258	48,021	184,313	3	235,284	230,809	4,475
Elmira, N. Y.	3	3	13,921	63,467	300,201	3	343,563	299,227	44,336
Fayetteville, N.C.	4#	4	10,243	31,806	376,796	4	423,982	421,321	2,661
Goldsboro, N.C.	3	3	7,470	18,667	183,431	3	213,522	200,962	12,560
Kinston, N.C.	3	2	**	**	**	2	**	**	**
Rocky Mount, N.C.	3#	2	**	**	**	3	*	*	*
Wilmington, N.C.	3	3	3,436	62,295	208,979	3	278,203	276,321	1,882
Minot, N.D.	3	3	5,190	69,868	250,142	3	309,486	301,934	7,552
Eugene, Ore.	4	4	11,929	171,550	363,216	4	528,679	572,460	43,781—
Klamath Falls, Ore.	3	3	4,405	50,974	182,293	3	228,189	221,934	6,255
Medford, Ore.	4	3	11,495	66,509	246,389	4	330,280	277,119	53,161
Pendleton, Ore.	3	2	**	**	**	3	167,619	167,400	219
Roseburg, Ore.	3	3	4,759	30,970	135,665	3	165,104	197,904	32,800—
Williamsport, Pa.	3	3	15,114	77,407	221,994	3	322,652	297,870	24,782
Florence, S.C.	3#	2	**	**	**	3	*	*	*
Orangeburg, S.C.	3#	2	**	**	**	3	*	*	*
Spartanburg, S.C.	3	3	20,313	103,751	274,277	3	406,604	386,509	20,095
Jackson, Tenn.	3	3	652	60,693	159,132	3	216,101	212,371	3,730
Abilene, Tex.	3	3	3,402	71,637	331,147	3	413,564	436,154	22,590—
Big Spring, Tex.	3	2	**	**	**	2	**	**	**
Midland, Tex.	3	3	8,084	59,838	285,973	3	345,922	292,907	53,015
Odessa, Tex.	4	4	1,678	36,731	376,793	4	400,200	379,067	21,133
Tyler, Tex.	4#	4	1,931	45,059	283,524	4	314,961	331,341	16,380—
Provo, Utah	3	2	**	**	**	2	**	**	**
Burlington, Vt.	3	3	6,118	98,349	286,029	3	392,814	394,945	2,131—
Charlottesville, Va.	3	3	518	33,869	268,522	3	328,258	264,488	63,770
Danville, Va.	3	3	513	53,929	352,426	3	411,520	377,751	33,769
Lynchburg, Va.	3	3	420	68,883	226,794	3	294,413	271,150	23,263
Bellingham, Wash.	3#	3	2,542	56,829	280,425	3	332,426	358,958	26,532—
Walla Walla, Wash.	3	3	1,487	68,395	174,346	3	233,253	217,484	15,769
Wenatchee, Wash.	3	3	3,835	75,028	275,878	3	337,949	299,170	38,779
Yakima, Wash.	4	4	5,862	151,489	360,140	4	470,127	452,994	17,133
Clarksburg, W.Va.	3	3	6,183	35,420	240,528	3	289,196	290,570	1,374—
Parkersburg, W.Va.	3	3	4,774	49,538	175,797	3	239,891	228,604	11,287
Eau Claire, Wis.	3	3	9,662	154,598	248,613	3	402,440	360,425	42,015
La Crosse, Wis.	3	3	18,825	68,237	254,627	3	362,876	357,753	5,123
Wausau, Wis.	3	2	**	**	**	2	**	**	**
Casper, Wyo.	3	3	8,077	47,200	242,186	3	294,717	273,353	21,364
	281	263	728,863	4,686,956	20,023,751	272	25,600,717	25,181,563	419,154
Territories & Poss. 3 or more stations									
Anchorage, Alaska	3	3	5,459	92,857	549,751	3	646,440	598,684	47,756
Arecibo, P.R.	3#	2	**	**	**	3	*	*	*
Hilo, Hawaii	3	3	69,127	19,827	129,333	3	204,379	169,325	35,054
Honolulu, Hawaii	9	9	77,262	526,039	1,296,016	9	1,788,388	1,632,751	155,637
Mayaguez, Puerto Rico	5	5	19,112	152,284	185,413	5	346,637	341,562	5,075
Ponce, Puerto Rico	5#	4	95,734	219,120	117,181	5	407,561	361,959	45,602
San Juan, Puerto Rico	9	9	113,037	759,307	629,267	9	1,442,413	1,246,291	196,122
	37	35	383,479	1,824,076	2,981,812	37	4,996,717	4,484,869	511,848
Other Communities	23	18	62,196	607,804	702,403	22	1,415,487	1,375,696	39,791
	60	53	445,675	2,431,880	3,684,215	59	6,412,204	5,860,565	551,639

[1] Before federal income tax.

[2] Excludes 93 independently operated fm stations.

[3] Stations with less than $25,000 time sales report only total revenues and total expenses. Stations with total time sales of $25,000 or more, however, accounted for more than 99% of the broadcast revenues of the 3,197 reporting stations.

[4] Before commissions to agencies, representatives and others.

Note: — denotes loss.

[5] Excludes data for 99 stations whose reports were filed late.

[6] Total revenues consist of total time sales less commissions plus talent and program sales.

Not all stations in this market operated a full year during 1958.

* Data withheld because third station in this market in operation for short period during 1958.

** Data not published for groups of less than 3 stations.

*** The station totals on this line differ from those given in Table 5 since that table excludes data for 23 network owned stations while this table includes the data for such stations.

PHILADELPHIA WELCOMES . . .

BPA

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There'll be more sound and practical promotional ideas unveiled than you can shake a rate card at. We also want to hear what new marvels of merchandising you have in motion on behalf of *your* channel or frequency! If you're interested in the broadcast advertising, promotion or publicity field, the convention is a *must* for you! This year, there's an extra feature to the affair: a few days of fabulous Indian Summer in Philadelphia!

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Full registration: $35.00 before Oct. 1st. $40.00 thereafter. Single-session tickets also available upon request.

BE SURE TO CLIP THIS COUPON

Mr William Pierson
Broadcasters' Promotion Ass'n
190 North State Street
Chicago 1, Illinois

Dear Bill:
Yes, indeed! I plan to attend the 4th Annual BPA Convention in Philadelphia. My check in the amount of $_____ is enclosed. I'll follow-through on my hotel reservation.

NAME_____

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State-Lake Building • 190 North State Street
Chicago 1, Ill ANdover 3-0800

OUR RESPECTS TO . . .

Ralston Hudson Coffin

Ralston H. Coffin, a weekend aviator, is the RCA executive who is steering the company's high-flying advertising promotional campaign to put color tv into high speed this fall.

These are hectic days for Mr. Coffin, RCA vice president, advertising and sales promotion, as the company embarks on its most intensive effort to date to effect the so-called "break-through" in color tv. Mr. Coffin, a medium-sized, solidly-built man with a dry sense of humor, is quick to reply to skeptics who question the advances already accomplished in color tv by telling them:

"Actually, the 'break-through' in color already is on, though lots of people don't know it."

He explains that sales of color sets are increasing all the time, with sales running 20% to 30% higher than last year; dealer cooperation is more ardent than ever, and color programming on NBC and on individual stations is at an all-time high." He adds:

"Of course color tv is not going to experience the spectacular growth of black-and-white. Color adds an important and exciting dimension to tv, but it is not a completely new medium and we cannot expect color to parallel the rapid growth of black-and-white."

All But Institutional • It should not be inferred that color tv is Mr. Coffin's sole preoccupation. In his current post, Mr. Coffin is the overseer of all of RCA's advertising and promotional activities (only institutional advertising is out of his bailiwick). The various RCA divisions have their own advertising departments, which are fairly autonomous. But Mr. Coffin is the friendly hand, the guiding spirit, and, at times, the catalyst for a particular advertising or promotional project.

It is understandable that as "a man in the middle," circled by other creative executives at the company, Mr. Coffin must exert a discreet but steadying influence. His colleagues say that he performs this task with dispatch and without ruffling any inter-divisional feathers.

Mr. Coffin appears to be a modest, matter-of-fact individual, reluctant to discuss his accomplishments. His coworkers confirm the impression that he is a "doer rather than a talker," and describe him as "deceptively dynamic, with a tremendous capacity for work."

Colleagues say he has a "phenomenal memory, always on top of details that often escape us." One associate of long-standing paid Mr. Coffin this tribute:

"Rollie Coffin is always considerate of the people who work with him. And when things get rough, you can always depend on Rollie to relieve the pressure with some droll remarks."

How He Started • Mr. Coffin has been an advertising executive for more than 20 years but reports that "it was just happenstance that I got into the business." He was recently out of college in 1932 when he learned of a position at the Brooklyn plant of the Great Atlantic & Pacific Tea Co. Jobs were scarce during those depression days; he applied, and was accepted. Shortly thereafter, he advanced from a clerical post with A & P into the company's advertising-merchandising department, and his career was launched.

Ralston Hudson Coffin was born in Greenwich, Conn., on Nov. 16, 1908. He attended St. Paul's School in Concord, N.H., and Yale U.—B.A. in the class of 1931. He was a hockey and lacrosse player at Yale.

His first post-college job with a Wall Street brokerage company blew up after a few months when the company was dissolved. The A & P interlude followed. He remained with A & P for four years until 1936, leaving as advertising manager of the company's Quaker Maid Division.

Agency Background • Mr. Coffin acquired valuable advertising and business experience in subsequent years with Sherman K. Ellis Adv., New York, from 1936-42, where he was a merchandising representative and account supervisor; the War Production Board in New York and Washington from 1942-44 and McCann-Erickson, New York, from 1944-49. At M-E, he was merchandising account executive for National Biscuit Co., Columbia Records, American Molasses and others.

RCA V.P. COFFIN
Middleman in the color push

In 1949, Mr. Coffin joined RCA and served as director of advertising for the former RCA Victor Division until 1954. He subsequently was named director of advertising and sales promotion for RCA and in August 1955 was advanced to his present post.

The main mission of RCA concerning color tv, Mr. Coffin explains, is to induce stations to expand their color programming and to persuade distributors and dealers to increase home demonstrations and other means of exposure. This fall RCA is stepping up its promotional-advertising activities through presentations to dealer and distributor meetings, underscoring the probable rise in sales that will accompany the accentuating of color sets at the local level.

RCA cooperation in advertising and promotional projects is being intensified at the local level, Mr. Coffin points out. A significant area to be exploited this fall and winter, he adds, is NBC's expanded color programming, embracing more than 150 specials.

All-important Dealer • Color programming, Mr. Coffin states, is "the force that whets interest." But he acknowledges that the success of the color project rests ultimately with distributors and dealers—"at the point where the sales are made." Mr. Coffin made this meaningful observation:

"There is definitely a very high percentage of sales converted from home demonstrations. They run as high as seven out of ten. Many distributors use part of their co-op money for this effort."

Only a few weeks ago, Mr. Coffin transferred his headquarters from Camden, N.J., to New York because he discovered he was spending "more and more time" in the latter city. He is now in the process of establishing his home in Princeton, N.J.

Mr. Coffin married the former Barbara Bersbach of Winnetka, Ill., in 1952 (following the death of his first wife). He has four children—Ralston Jr., who is with Procter & Gamble's advertising department in Cincinnati; Jeffrey, 21, a senior at the U. of Colorado; Bettina, 19, and Christine, 13.

He has been active for many years in the Assn. of National Advertisers and is currently a director. Mr. Coffin's other main interest is flying. A licensed pilot for 29 years, he is delighted that there are three airports in the Princeton area.

This is research?

THE critics of television will have to fall back, regroup and find a whole new line of attack if Milton Caniff, who frequently has been found among them, is correct in the flight of reasoning he soared off into a few days ago.

The creator of the comic strip, "Steve Canyon," said that "a person who watches tv does so mainly to be entertained . . . to be tickled, to be thrilled, to be mystified, to be distracted from his daily problems . . . but when a man (or a woman) reads a newspaper, entertainment is incidental—he wants to learn, to study . . . to be challenged to think."

If this be true, then the critics are talking nonsense when they complain that television is programmed too much with diverting fare, too little with meaty substance to feed men's minds. Their complaint should be that there is any meat at all on the menu. For what Mr. Caniff seems to be saying is that people aren't going to look at "challenging" programs anyway.

Then why all the fuss?

We don't agree with this chatter for a moment, any more than any reasonably observant man can believe that television offers nothing more stimulating than stark diversion. We have seen the *Steve Canyon* program and must agree that it does not exceed Mr. Caniff's notion of public interest. But with all respect to Mr. Caniff, there is more to television than *Steve Canyon,* and viewers have demonstrated they can take—and broadcasters have shown they can deliver—headier stuff.

Mr. Caniff's observations were written out to help newsmen covering his appearance before the Advertising Research Foundation's annual conference. He didn't follow them very closely. But he didn't disavow them, either, although he did observe that it was not his purpose to knock television. No matter how good his intention, however, in knocking the television audience he indirectly belittled the medium while overplaying the role of the newspaper.

His views do serve to dramatize what broadcasters have been saying all along—that entertainment is a vital function of television. But it is not the whole function, and Mr. Caniff is just as far off base in suggesting that, in comparison, the newspaper is the thinking man's medium, wherein he reaches "his daily intellectual millennium." If newspapers were all that weighty, they'd have no place for the cartoon strip that has made Mr. Caniff rich—and thereby enabled him to get an audience when he pontificates.

The short view

IN THE past decade the number of am radio stations in operation has risen by 67%, the number reporting an annual loss by 74%.

In the year 1948, 1,824 stations were operating. Of that number 581 lost money. In 1958, as reported in last week's issue of this publication 3,066 stations operated throughout the year. Of that number 1,013 suffered losses.

These are the cold measurements of a competitive situation that is getting hotter by the minute. Heat is generated by friction, and there is much friction in radio today.

Talk to any radio broadcaster from any community bigger than a crossroads and you will hear stories of bitter competition for audience and business.

In its most extreme forms the competition for audience degenerates into wild promotions and wilder programming. The objective is to be first in the ratings—never mind by how small a fraction or by how few listeners it represents. Be first in the ratings, the battle cry goes, and then you will get the business.

The urge to be first was responsible for two situations which have come to national attention recently.

In Los Angeles one station offered listeners $10,000 for finding a certain disc jockey. Another Los Angeles station found him in Buffalo.

In Denver one station has accused another of allowing smutty broadcasts to go on the air. True or false, the accusation—and the circumstances giving rise to it—will do nothing to enhance the image of radio.

We have a feeling that unless the urge to be first is repressed, or at least combined with other urges of more lasting value, it will be the whole of radio that will get the business in the long run—and not the kind of business that stations can bill.

The more complaints one broadcaster makes against another, the more reason one broadcaster gives another to complain, the stronger will become the argument for artifical limitation of competition.

It is an argument that has often been heard, and sometimes from unexpected sources. At the Storz Station disc jockey convention last spring, Gordon McLendon, one of the most successful competitors in radio, publicly spoke out for legislation to permit no more stations in a market than the government decided the economy could support. Other operators have expressed the same thoughts privately.

However undesirable the by-products of free competition in radio (limited only by the availability of frequencies under proper engineering standards), they are less undesirable than government economic control would be. Let the government restrict the number of stations by its evaluation of the economic potential of a market, and the government will also restrict the amount of money any of those stations can make and will impose other conditions for doing business.

If there are more radio stations licensed than the U.S. economy can support, the rigors of free competition will eliminate some of them. Those stations which adapt themselves to a condition of intense competition, which invent new services that meet public needs, will not only survive but flourish. Strong management and sound planning can build a radio system which will expand as the nation expands.

But there is a dismal future for that type of radio management which thinks that the terminal point of advance planning is the date of the next rating report.

Drawn for BROADCASTING by Sid Hix

"How does that soap commercial go? . . . 'For the first time in your life, be really clean!' "

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.

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